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RAW

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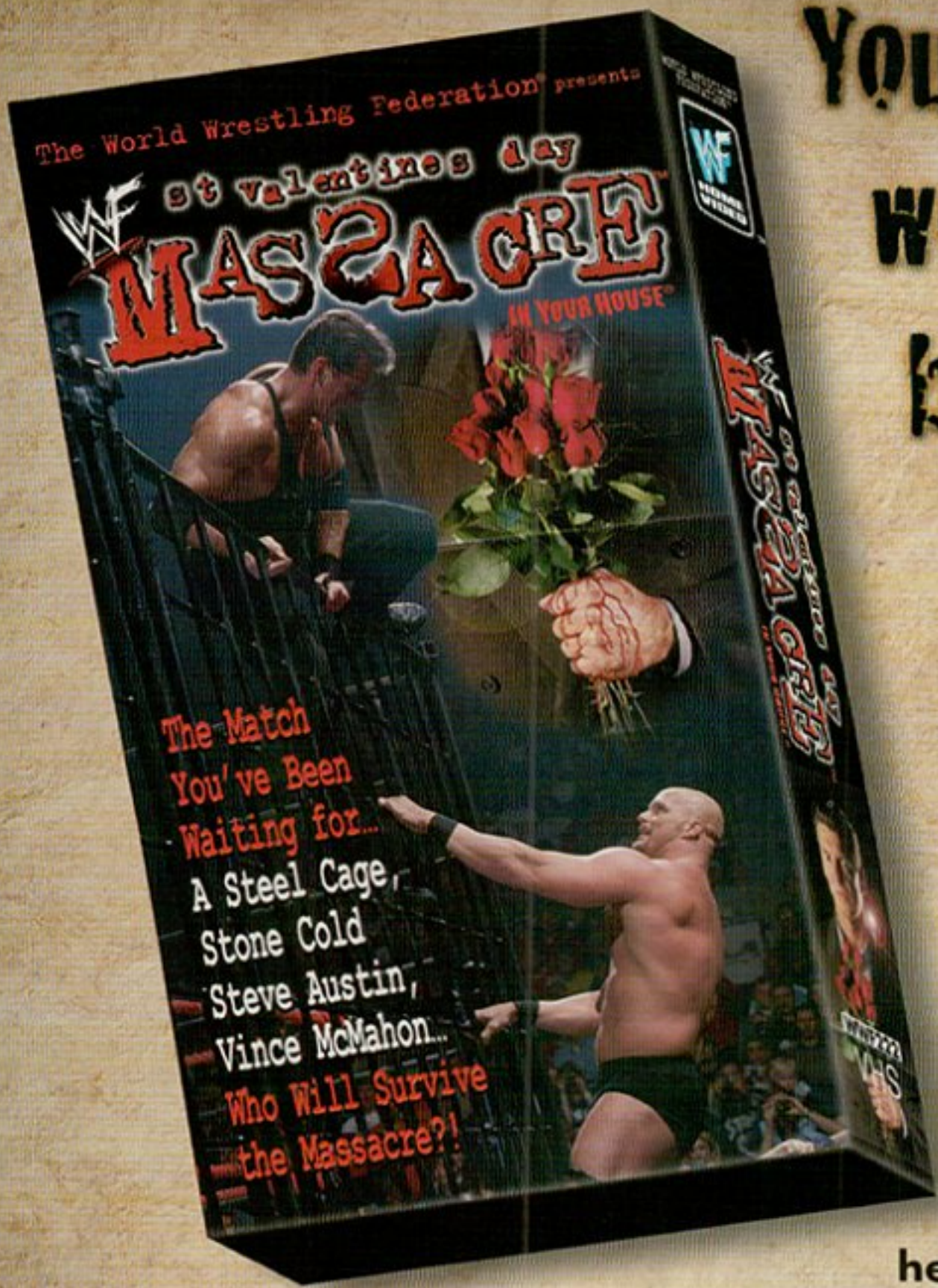

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WARNING WARNING WARNING

This magazine contains nothing but high-risk, nail-biting, off-the-top rope, uncensored MAYHEM! It is only recommended for the serious World Wrestling Federation fan! May prove to be far too much to handle for the lighter-weight fan, pregnant women and those who suffer from high blood pressure.

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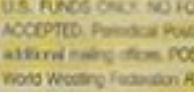

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A Commentary By Vince Russo

Playin' Those Mind Games Forever

DISCLAIMER: THE VIEWS AND OPINIONS EXPRESSED IN THIS COLUMN ARE SOLELY THOSE OF VINCE RUSSO, AND NOT NECESSARILY SHARED BY THOSE REPRESENTING THE WORLD WRESTLING FEDERATION AND TITAN SPORTS.

The Doctor is In.

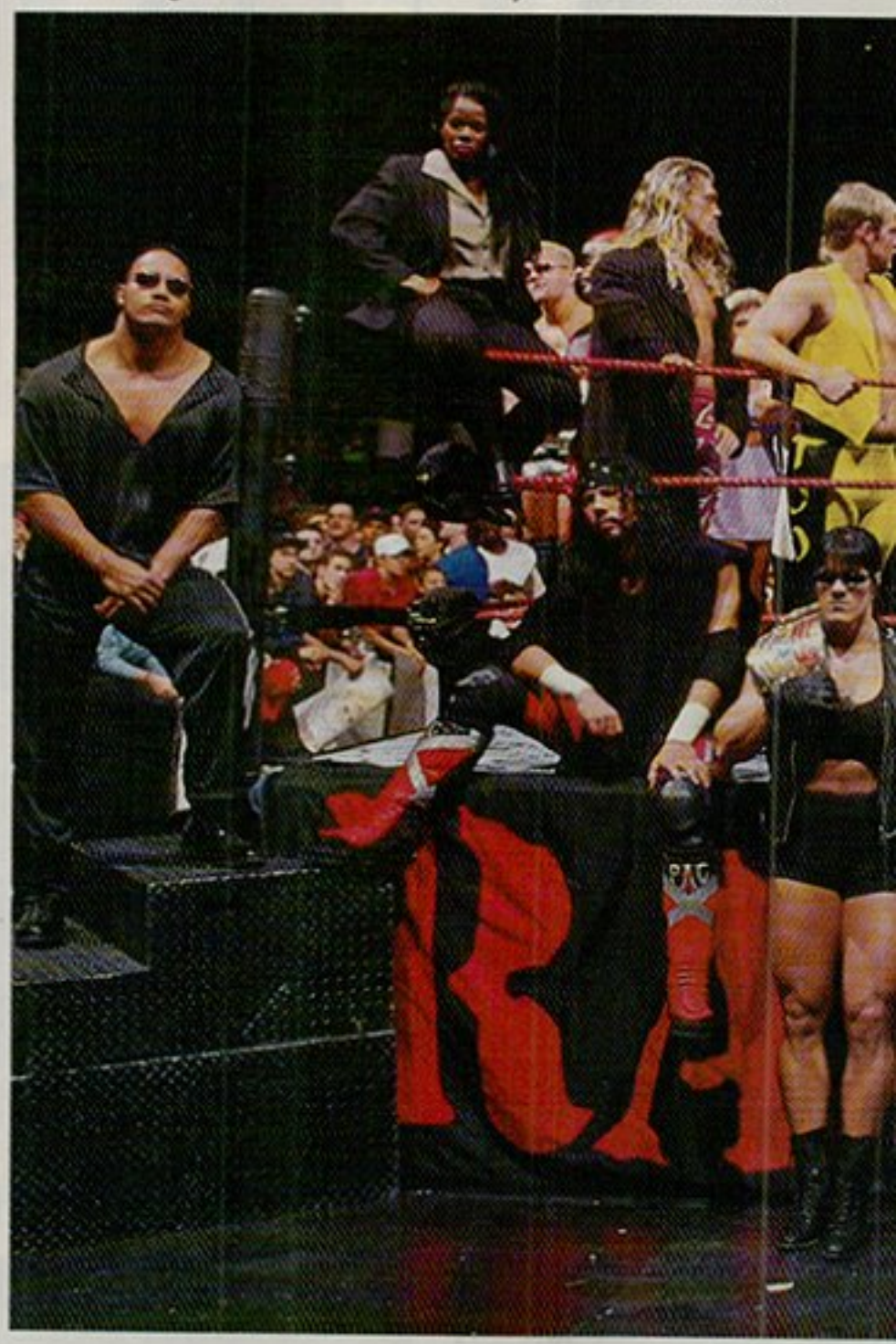
Maybe I long to be a psychologist. I don't know—I just get a thrill out of jumpin' into the brainz of others in an effort to find out exactly what makes them tick. The study of the mind has always fascinated me. Why do people do the things they do? React the way they do? What makes one individual different from the next? In the mental ring of sports-entertainment how does one superstar keep his sanity, while another drives himself completely nutz?

Regardless of what anyone tells you, the key to success in sports-entertainment is the way a performer handles his success—UPSTAIRS. Not in the front office, but within the chambers of his... or her... own mind. The fact is that no matter how spectacular you are inside the ropes, what will make—or break—you is how you deal with your success OUTSIDE the cables. If you can't deal with your own fame, sooner—or later—it will eventually lead to your downfall.

Part of my job in working with the superstars of the World Wrestling Federation is to "get inside their headz"—feel what they're thinking in order to think what they're feeling. Once you get inside there are many different emotions that run rampant; however, there is one that appears to be prevalent in almost each and every case—PARANOIA. The feeling that tomorrow it's all gonna come crashing down.

Now don't misunderstand me, that emotion is quite understandable. "Wrestlers" strive their entire careers to become "superstars"... to reach the top of their profession... to bask in the warm glow of the spotlight. Unfortunately, on the way there—maliciously or not—they step over those in their way. Rung by rung they climb over others en route to that "spot." That's where the paranoia begins to set in. They know what it takes to get to the top. Now, they fear that others will reverse the process. The hunter now becomes the hunted. Everybody is gunnin' for a "spot," and they all will do anything to get there. Once you establish that "spot"—you might as well get a bull's-eye tattooed on your chest because it's there... and they're a-comin'.

So, how does one deal with an entire roster nippin' at his... or her... heels? If they can at all? Well, the fact is, many can't. Superstar after superstar, I have seen many become their own worst enemies. They begin losing trust in those they trusted before because now EVERYBODY is out to get them. It's the nature of the business. It's every man for himself. Now, in reality, a dog-eat-dog world was necessary when superstars were paid as independent contractors—back in the day when they were paid a percentage of the houses. In other words, if you held a top "spot," you would draw more people—and in turn make more dough. But today the majority of the superstars are paid courtesy of the guaranteed contract. In other words—you are guaranteed to make "X" amount of dollars regardless of whether or not you are "the man" in



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the "top spot." Yet, out of pride they all shoot for the stars. They all strive to be "the man"—as they should—only to drive themselves crazy in the process.

So, now the question is: Can one have a "top spot" and maintain peace of mind while being there? Is there a magical potion that serves as an antidote for that nasty paranoia? The answer is YES!!! And it's real simple. It's right there for them to grasp, but most are blind to it. The answer? SELF-CONFIDENCE. Knowing that, regardless of your "spot"—YOU ARE GOING TO MAKE IT BASED ON YOUR ABILITY. Look at it this way, the World Wrestling Federation is one big picnic. Every Monday night that red and white checkered tablecloth is spread out. Every superstar attempts to "bring something to the table." If they do, they stay, they eat. If they don't, they starve. But it has nothing to do with who they know... or who they don't know. Who they stab in the back... or who they put over. That's just all part of a side game that eventually ends. But what goes on forever is one's SELF-CONFIDENCE—believing in yourself, bringing to the table and simply knowing that you are being the best you can be. The same rules apply in life. The guy with his lips on the boss' ass is only going to go so far until the next brown-noser comes along. But if you bring to the dance... if the boss knows he can't do without you, you win. You will always have a "top spot." You will always be the "man."

Bret Hart once told me that when he was a rookie, Pedro Morales gave him a piece of advice that he never forgot: "You can't keep talent down." And that about sums it all up. There's nothing to be paranoid about when you believe in yourself. You see, it's not what others think about you. It's what you think about yourself. That self-confidence shines through. It blinds the decision-makers with its power—"Yeah, that's the one!"

So, in the World Wrestling Federation, who are the self-confident who will survive forever? And who are the paranoid who will eventually be the causes of their own demise.

All I can tell you is this... You may be very surprised.

Later. ■

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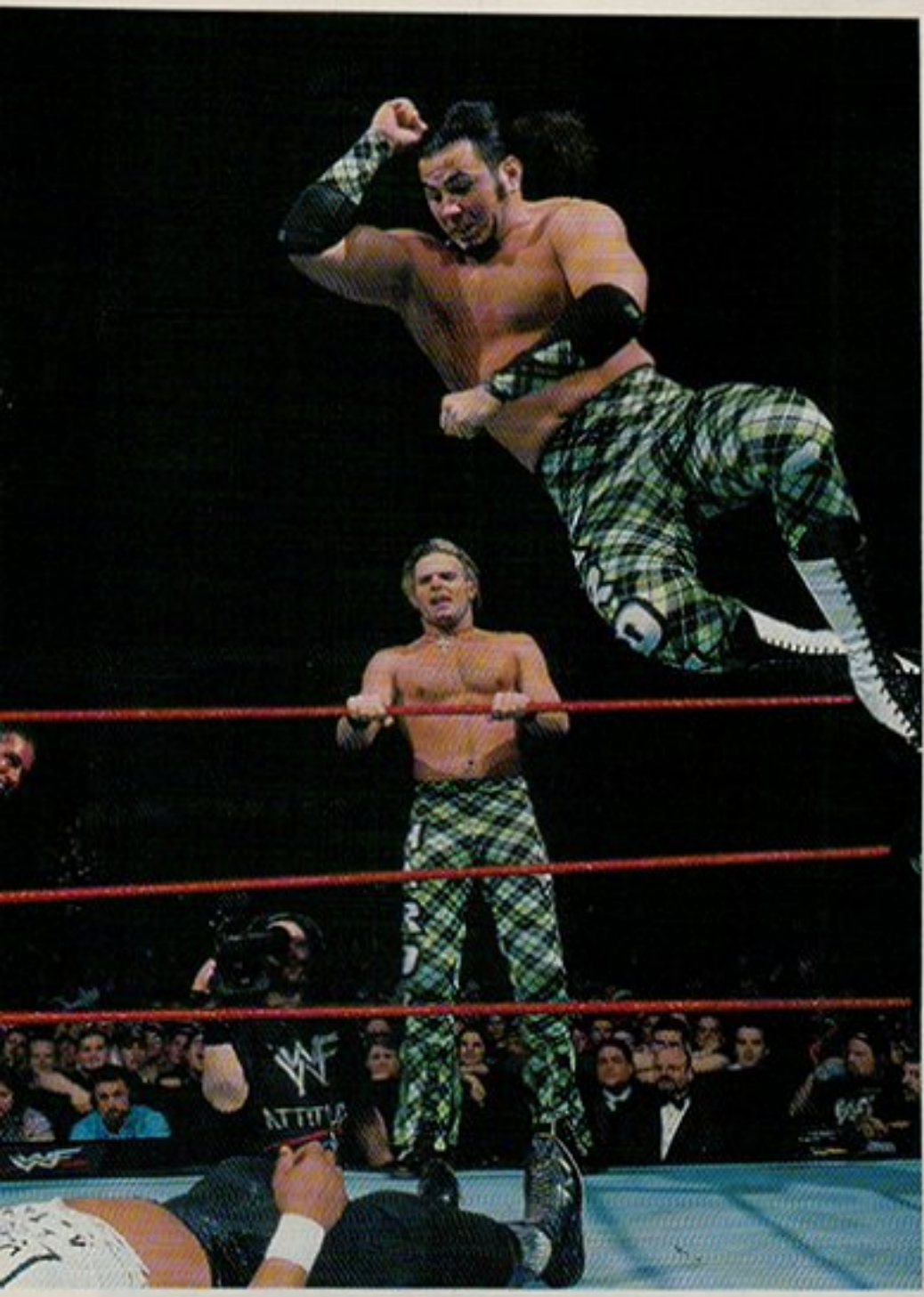

Matt and Jeff D-Generate?

It has been reported that the Hardy Boyz have begun a campaign to become members of D-Generation X. The rookie tag team has allegedly been telling anyone who would listen that they idolize the group and would love to be a part of it for the new millennium.

The Hardy Boyz have improved tremendously and certainly have the attitude necessary to hang with the crew. But are they ready for such a leap? Matt and Jeff think so. When word got back to DX that the Boyz wanted in, however, the D-Generates supposedly had two words for them: "Sorry, fellas!"

Nervous Kane-down?

Is the Big Red Machine heading toward a breakdown? Sources behind the scenes paint an unflattering picture of Kane as a manic-depressive and point to the months of anguish and frustration in the Corporation as the straw that broke the camel's back.

"He has never been too emotionally sound," said one off-the-record contributor. "Now, he cries when he's alone and there is no one to console him. It's as if he's lost a loved one again."

As Kane has difficulty speaking, he can't communicate his feelings very well. But many observers have noticed his slouching posture lately as well as his won-loss record. A grueling schedule combined with the loneliness of the road has Kane at a dangerous place in his life. Will anyone be able to save him?

The J.O.B. Squad vs. The Blue World Order?

Are the Blue Meanie and Al Snow at odds? Seems hard to believe, but there have been recent examples of tension within the Squad and as a result, there's a possible mutiny brewing.

Few people know that the Meanie was trained by Al Snow and was handpicked by the "Chief" to join the Federation under the J.O.B. Squad flag. Now, Meanie wants to branch off or, as my source tells me, to spin off "like *The Jeffersons* did from *All in the Family*!" So, who would the Blue One want as his "Weezie" and "Lionel" to his "George"? Apparently, some of his long-forgotten mates who comprised the Blue World Order when he worked for Extreme Championship Wrestling (ECW) have been considered.

But Al, who refers to ECW as "the island of misfit toys," wants to focus on the future rather than reflect on the past. Supposedly, Meanie threw a temper tantrum and held his breath for 10 minutes during one heated exchange. When the rotund Meanie regained consciousness, nothing had been settled.

Rumors of a neutral third party being brought in to settle this dispute are floating around as well.

"Everyone from Mankind to Sherman Helmsley ["George

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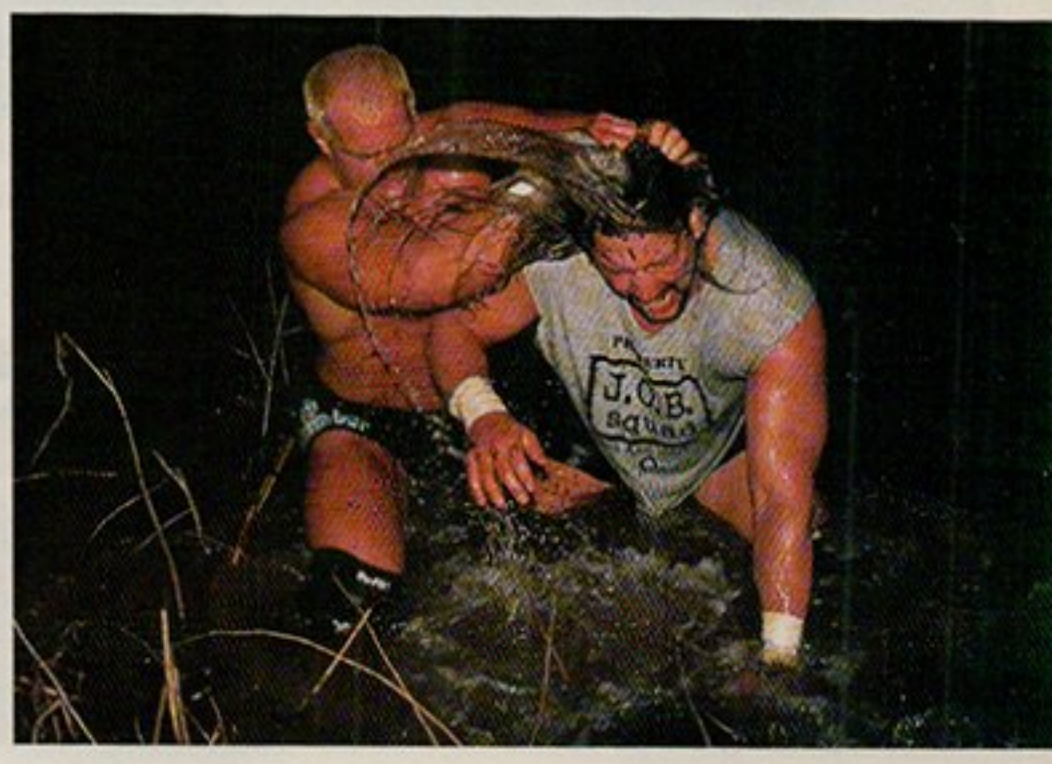
Jefferson"] have been considered," my source tells me, and things may not be settled before *King of the Ring*!



Bob Holly: Too Hardcore?

Has the competitive atmosphere of the Hardcore division consumed Bob Holly to the point of obsession? It seems that the only way he can fight now is in the no-holds-barred genre where he has held the ugly but coveted belt. Constant disqualifications as well as complaints from other superstars brought Holly in front of Titan Sports' Senior Vice President of Talent Relations, Jim Ross, for a stern lecture.

Holly's response? "If you don't like it, you can fire me!" It seems that Holly went on say that if fellow competitors don't like it stiff, "all they have to do is hit me back!"

Kept on the back burner too long, Holly's reputation as a true tough guy now precedes him into the ring. Respect is due because it has now finally been earned. ■

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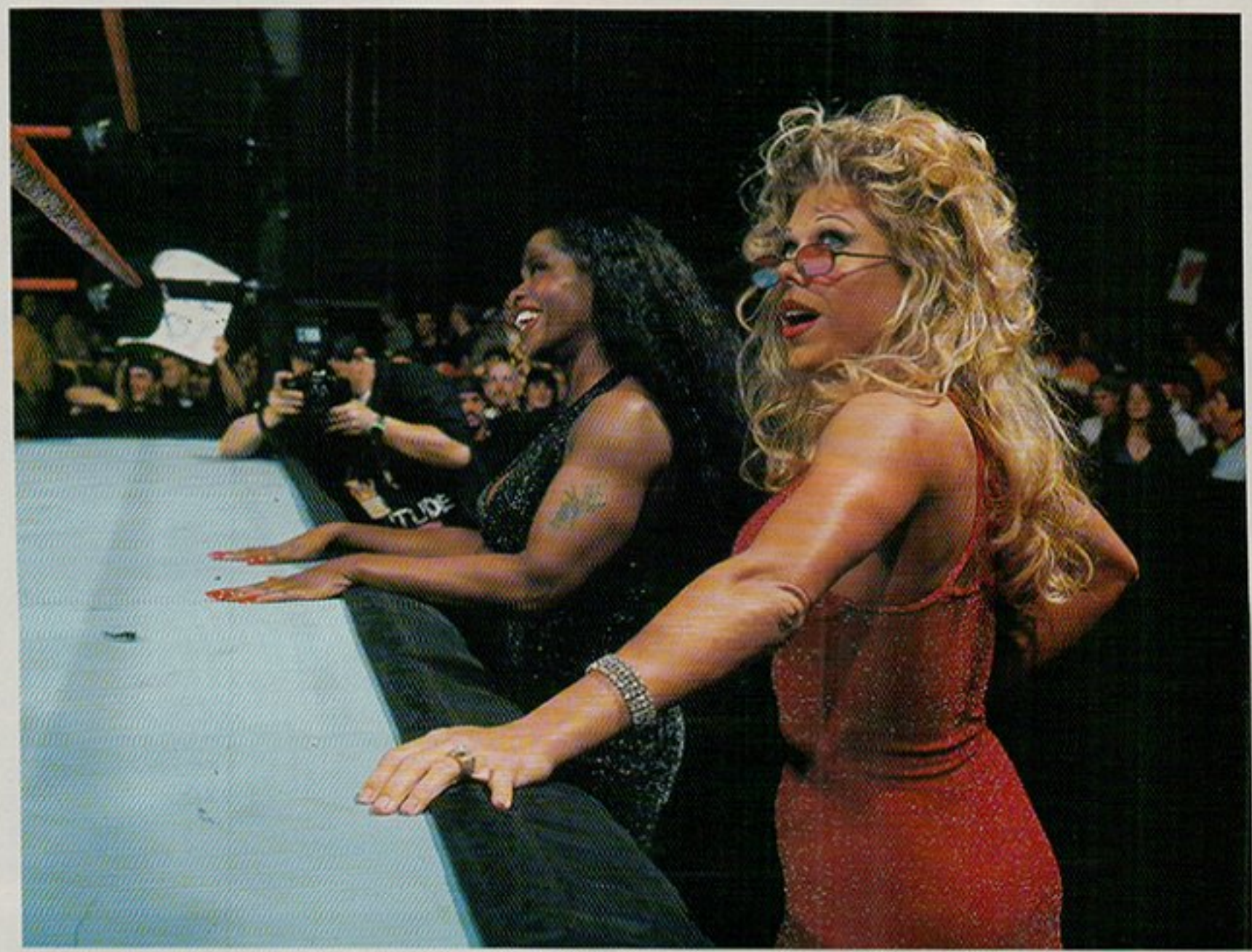
Letters To The Editor:



E-mail

Dear Editor,

I must commend you all on the "Art of Getting Over" article in the March issue of *RAW Magazine*. Not only was it entertaining, but it proved that the sport isn't just about "rasslin" anymore! I never thought to compare the World Wrestling Federation to other entertainment forms such as the movies, but it just goes to show how true it all is! The ring is like a stage for the superstars, and they're free to go outside and do whatever they want in order to entertain. Thanks to that, guys like Stone Cold and the Undertaker are now getting television and movie roles!

Cory Duke
Washington, D.C.

Letter

Dear Editor,

Sugar and spice and everything is NOT nice! That pretty much sums up PMS. I must say that the Pretty Mean Sisters

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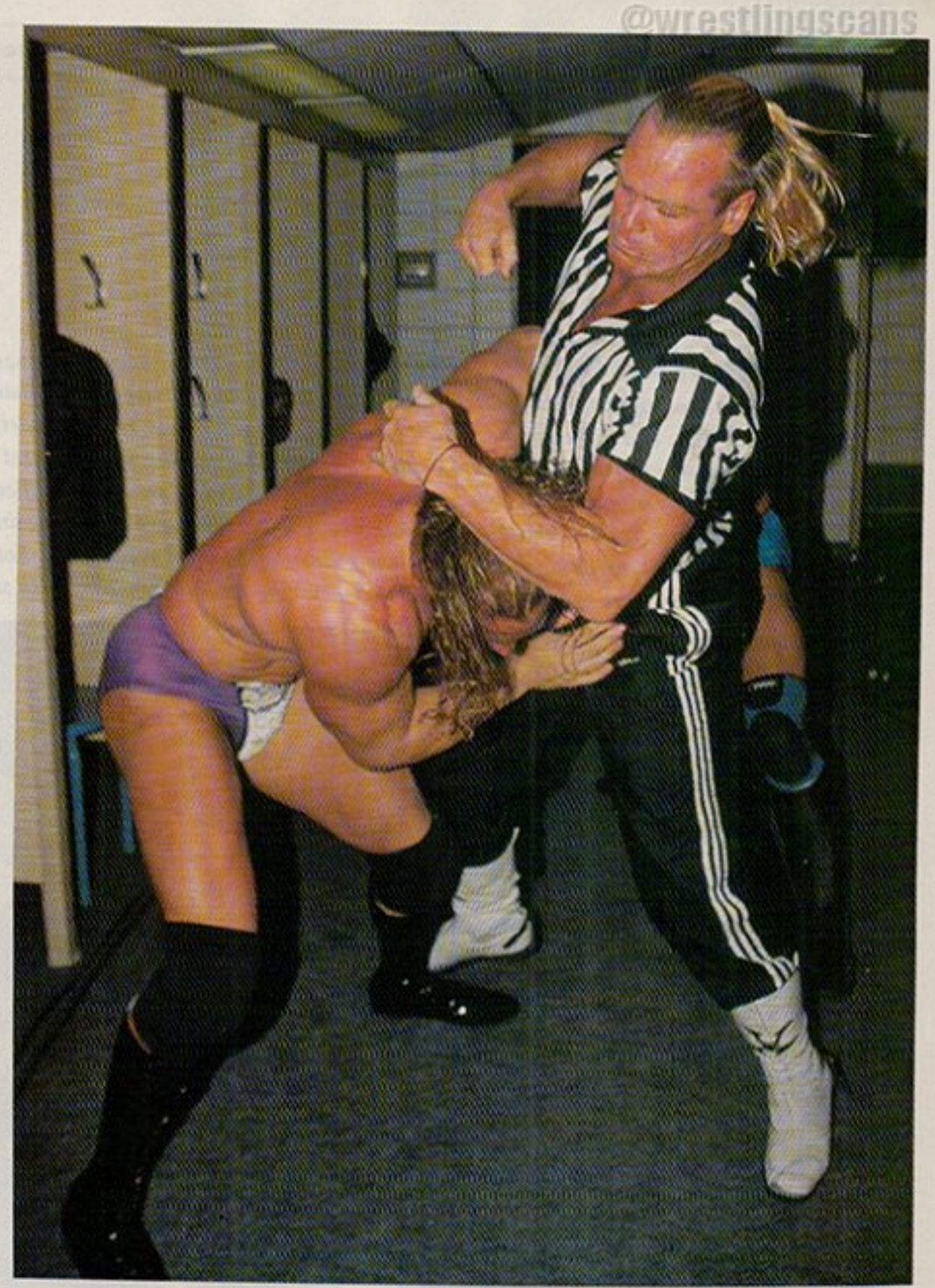
are doing a great job putting some of the men in the World Wrestling Federation in their place. I think Jacqueline and Terri are also very entertaining. Personally, I can't wait to see who gets the next taste of PMS. Perhaps The Rock? He's pretty messed up telling everyone to "Know Their Role" and "Shut Their Mouths" and all that junk. Seems to me it's going to take a sister to straighten his act out!
"Mary"
Tucson, Arizona

E-mail
Dear Editor,
I know everyone is entitled to his or her opinion, but I just read what Val Venis said in his interview in the March *RAW Magazine*. Val was saying that everyone is responsible for themselves and if you can't help yourself, then too bad. I don't really like welfare and taxes, but if it helps someone out in desperate need I say, "Who cares!" Without taxes, we wouldn't have safe highways or public parks. He also said what his neighbor does is his neighbor's business, which is true to an extent. What if his neighbor needed a heart transplant, but couldn't afford it without Medicaid? Val, you might need to rethink your attitude toward all the things you said!
RockyMyva2@AOL.COM



Letter
Dear Editor,
I have to give credit where credit is due... and Mr. Ass deserves it! He is undoubtedly one of the BEST superstars today. He is energetic, in shape and very handsome. He also has that "never-say-die" attitude and everything else it takes to make it in the World Wrestling Federation. Proof of this was at the *Royal Rumble* when Ken Shamrock injured Billy's ankle, but he came back later on to kick ass in the battle royal! In my opinion, it's only a matter of time before he becomes Federation Champion! He's on the verge of going to that next level, and when he gets there everyone had better watch out!
Tia McCord
Montreal, Quebec, Canada

E-mail
Dear Editor,
I just read the "To Live For Today Is To Pay Tomorrow" article in the March issue of *RAW Magazine*, and it made me realize just what a superstar like Mick Foley goes through to entertain the fans. We all talk about the death-defying risks he takes on television, but we never get to see the end result of agony he goes through on a daily basis. I hope for Mick's sake he knows when to stop before he risks living out the rest of his life in a wheelchair. As for Savio Vega and Mark Canterbury, I wish them nothing but a speedy recovery in their return to the ring. I know it's tough not being able to compete in what you love to do, and I hope they come back quickly!
Tonya Roberts
Trob316@msn.com

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RAGIN' ROSS!

By Jim Ross

It's really no big deal. *From time to time, everyone does it. It's a matter of one's personal beliefs and the courage to speak from the heart before the world. Yes, sometimes a man's got to do what a man's got to do. And that's what I did... and will continue to do if given the opportunity. You have to understand that the cumulative effects of constantly being made to feel sub-standard, with the wrong look and the wrong accent can really wear on a guy. I heard it in Atlanta from a guy who backed into a position of authority and was not even qualified to make that call. And now this. Wrong look. Too Southern. Too old school. Again, well, I've said it before and I'll say it again, I will put my work up against anyone's and if they kick my ass doing play by play then they should have my job. It's that simple! So, to all the World Wrestling Federation suits who are so full of themselves and their "big-time" TV philosophies I say, "Bring it on! Oh, hell, yeah!"*

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For the record, *Michael Cole* is not a bad human being; however, he was put into an unfortunate position by the geniuses at World Wrestling Federation television. Wrong place, wrong time, Michael.

Stone Cold is no doubt the man, but the Rattlesnake will never be the Mac-Man. Austin's relationship with *Mr. McMahon* is still volatile and will never be cordial. My prediction is that 1999 will be Austin's most challenging year to date and if Stone Cold ends this century as the World Wrestling Federation Champion it will be a miracle. Too many mountains to climb, I'm sorry to forecast.

My thoughts on *Terry Taylor*? Never mind.

How would it be to go on a long car trip with *Goldust* and *Bluedust*? Might make an interesting video. Or a coffee table book for the bizarre.

Will *Mark Henry* reduce to 350 pounds and become special or stay at 400 and never be the best he can be? My gut tells me the former.

Paul Wight was a tremendous basketball prospect coming out of high school in South Carolina. Wight went to all the major camps including the late Jim Valvano's at North Carolina State. Now, at nearly 500 pounds the seven-footer would give new meaning to the term "posting up" on the hardwood. Wight is without a doubt potentially the best big man ever in the business. Attitude and conditioning will have a major effect on Wight's World Wrestling Federation legacy. I like the big man's chances.

Does anyone disagree that *Mick Foley* should be the man of the century in this industry? Who's more worthy?

Look for the competition for the Intercontinental Title to become even hotter. *X-Pac, Goldust, Dr. Death, D'Lo Brown* and any Team Corporate member look to be lining up for a run at IC gold.

How many folks are collecting World Wrestling Federation memorabilia, toys, etc. for future speculation? My guess is that it will be a solid investment for smart collectors.

Mr. McMahon is NOT the Dick Clark of the World Wrestling Federation!

Did you ever really trust *Triple H*? He's a Greenwich, Connecticut–bred blue blood that Mr. McMahon can identify with. Great athlete, superb performer, but a real stuck-up pretty boy with nice hair.

I expect the *Brood* to wear tag team gold sooner rather than later. These guys are going to be huge stars if they continue to improve under very "dark" leadership.

Owen Hart and *Jeff Jarrett* just seem to get better and better as a unit. Eventually both men want to cultivate their singles careers but this tag thing has really been working. And *Debra* hasn't hurt things either.

Did success affect *Sable*? I reckon so!

Sleeper tag teams? *Hardy Boyz* and *Taka & Funaki*! Stay tuned.

Look for several new "ladies" to become affiliated with the World Wrestling Federation this year. Another reason to hire a staff shrink!

Hey, pretty boy! Didn't you used to be *the Red Rooster*?!

Tori! Tori! Tori!

Didn't you used to be the European Champion?

Are things completely okay within the *Ministry*? No way. Too many combustible elements.

Someday *Mr. Ass* is going to crack.

Hey, *Val*. Enough already!

Hey, sports-entertainer. Didn't you used to be a rassler?

Hope to see you next month, but here in the World Wrestling Federation corporate war zone there are many casualties. So, remember, always stand up for your beliefs and never back down. Great philosophy, but not so good for job security.
J.R.

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no bull in their stories

BY BILL BANKS

When Chaz Warrington was in junior high school, his father physically abused him. At the age of 15, Ron Simmons saw his friend nearly beaten to death. Because of drug abuse Bruce Prichard had his boyhood dream shattered.

These are not gimmicks or story lines for an upcoming *RAW*, but real-life accounts shared by World Wrestling Federation Superstars in the ongoing "No Bull" sessions. Initiated by Vince McMahon in December 1998, the programs are designed to impress on students that knowledge is power without repeating the same old rap they are tired of hearing.

"I'VE SAT EXACTLY where you're all at now and I saw guys come in and say, 'Don't do drugs and don't drink,' but I'm not going to talk to you like that because I know that won't get over," John Layfield (Bradshaw) told a group of students last January at the Community Education Partners detention center in Beaumont, Texas. He went on to say "But if you do decide to do those things, it's not going to get you where you want to be in life."

For so many teens, the pressure to take the wrong path is a part of growing up, and whether to choose that lifestyle is a decision that must be made individually. Layfield, along with other superstars who volunteer their time for the program, can honestly say they understand where many of the

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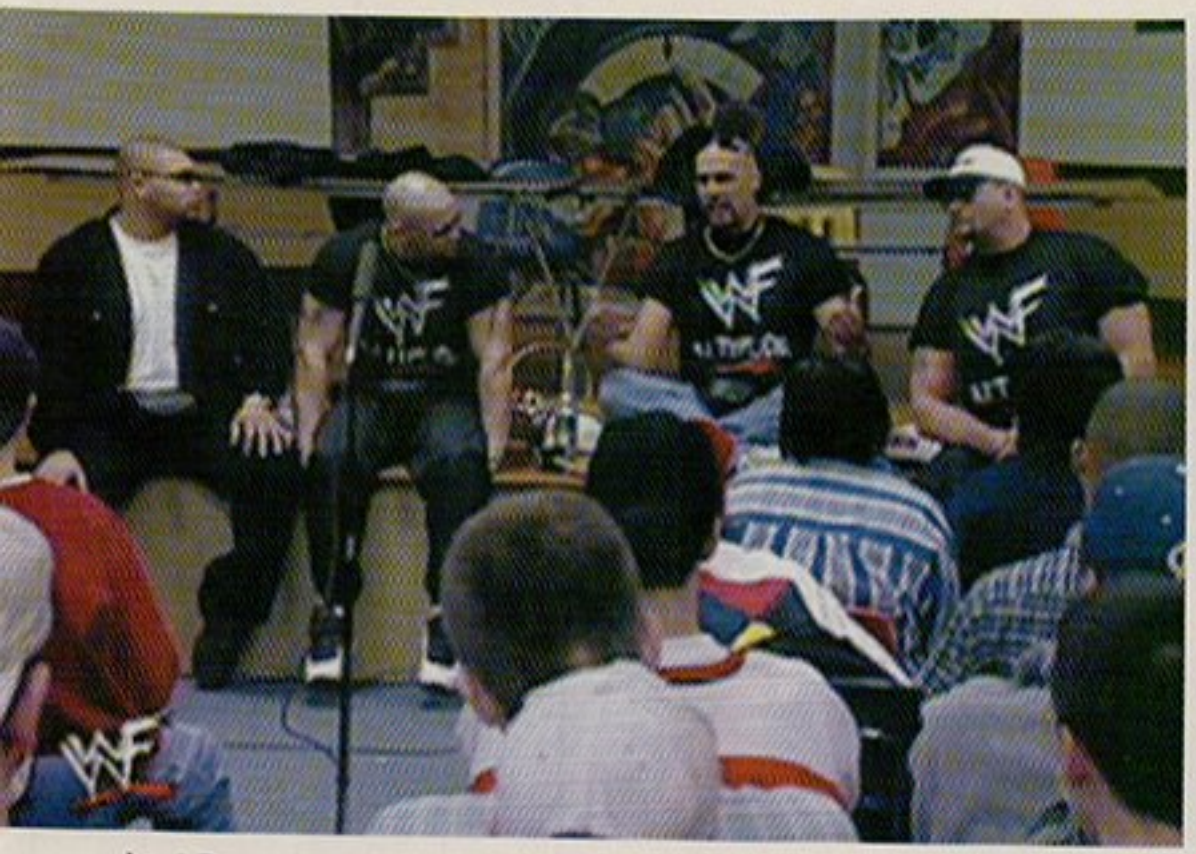


Last December students at Stamford High School in Connecticut heard that "knowledge is power" from Federation athletes (from left to right) A. C. Conner, Chaz Warrington, Glenn Ruth and Ray Traylor.

teens are at. When the athletes say they've "been there and done that," they mean it.

The first of several "No Bull" sessions took place at Stamford High School in Stamford, Connecticut, this past December. Many of the students, ranging from freshman to seniors, were just beginning to experiment with drugs and alcohol. Students of every race, creed and color listened intently as Chaz Warrington and Glenn Ruth (the Headbangers), A.C. Conner (D'Lo Brown) and Ray Traylor (Big Boss Man) explained the consequences of drugs and alcohol and what it takes to succeed in life.

"How many of you out here have tried drugs?" Ruth asked the students. After some moments of hesitation, a few hands went up.

"OK, now tell me why you tried them," he asked.

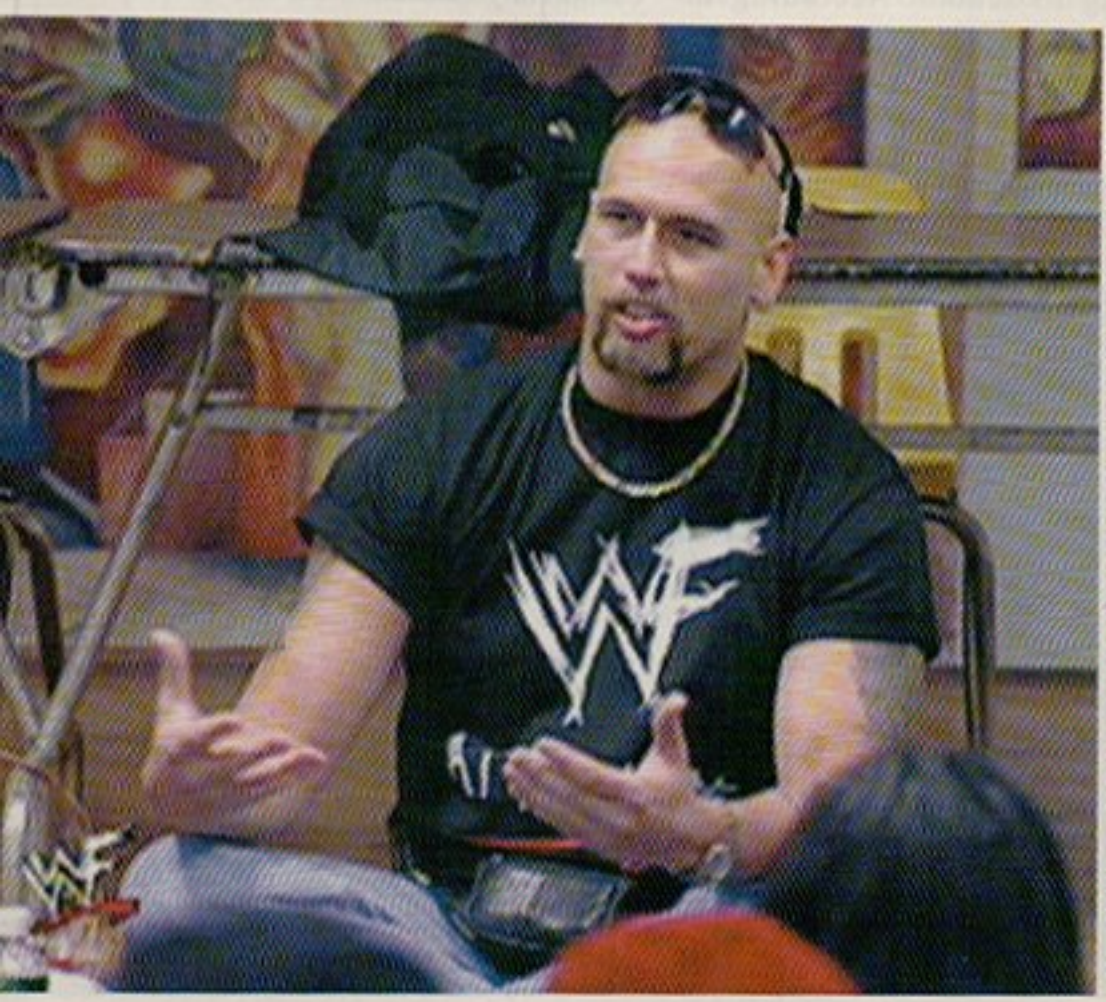
The common response was "just to try it" or that it "made them feel good."

"Drugs may make you feel good for a second, but after that second is up you have to deal with life again," Ruth said. "But you never know what else it can lead to... for some it takes just one time. Me and Chaz have gone to children's hospitals all over this country, and we've seen the results of what drugs like 'Crack' can do," Ruth explained.

Warrington continued: "It eats you up inside when you see a baby who is deformed to the point where it only has one eye or its head is misshapen because the mother was strung out on drugs and didn't take care of herself."

Warrington and Ruth have both dealt with a fair share of baggage in their lives, and speak from experience. According to Ruth, his mother knew by the time he was in ninth grade that he would one day be introduced to drugs, so she gave him a joint and made him smoke it.

"I got so damn sick," Ruth laughed. "That I never wanted to touch one again. It was just her way of introducing me to it before someone else got the chance."



Glenn Ruth's first experience with marijuana was through his mother who introduced him to its effects before someone else had the chance.

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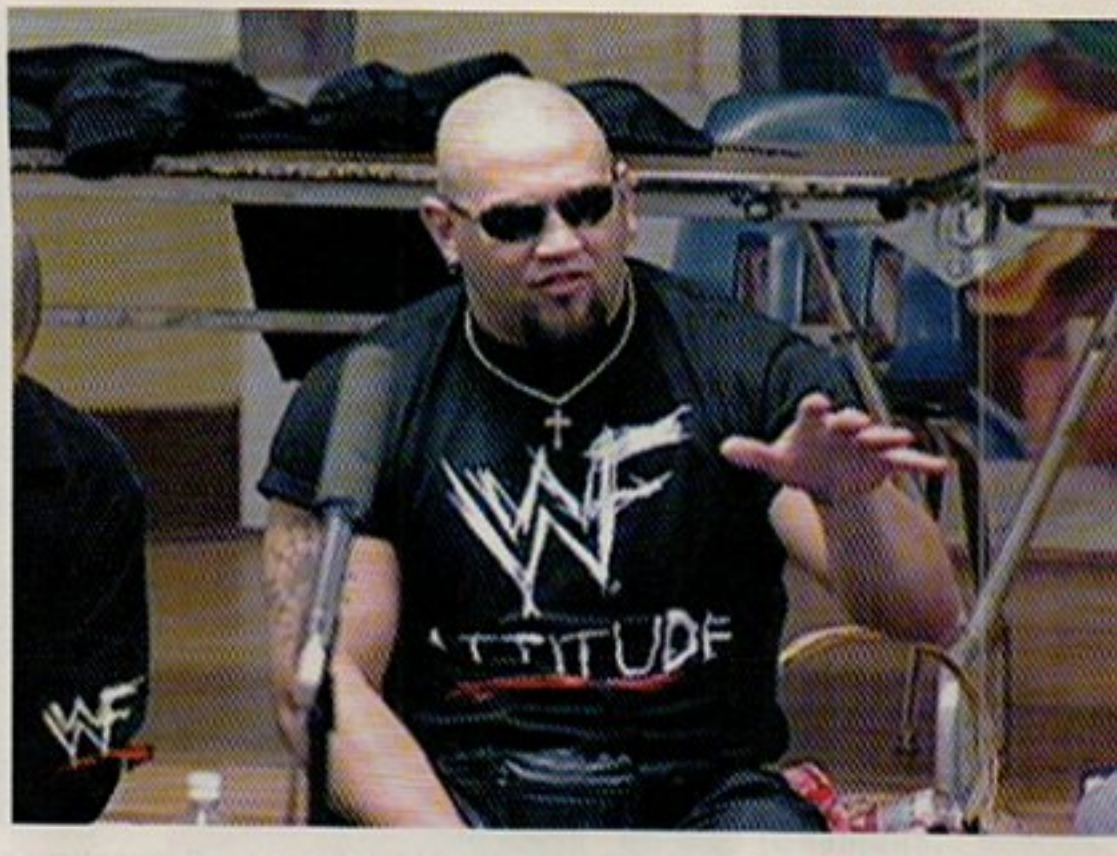
Warrington's story was more hard-hitting, as by junior high he endured regular beatings at the hands of his father. As an outlet, he told the students he went to school and got involved in fights, taking his aggression out on others. Warrington—who graduated from college with a degree in teaching—told *Raw Magazine* subsequently that had it not been for his band teacher having faith in him, he probably would have ended up in the gutter. While other teachers wrote Chaz off, his band teacher took the time to show him that he was a person with good qualities and had many things to offer people.

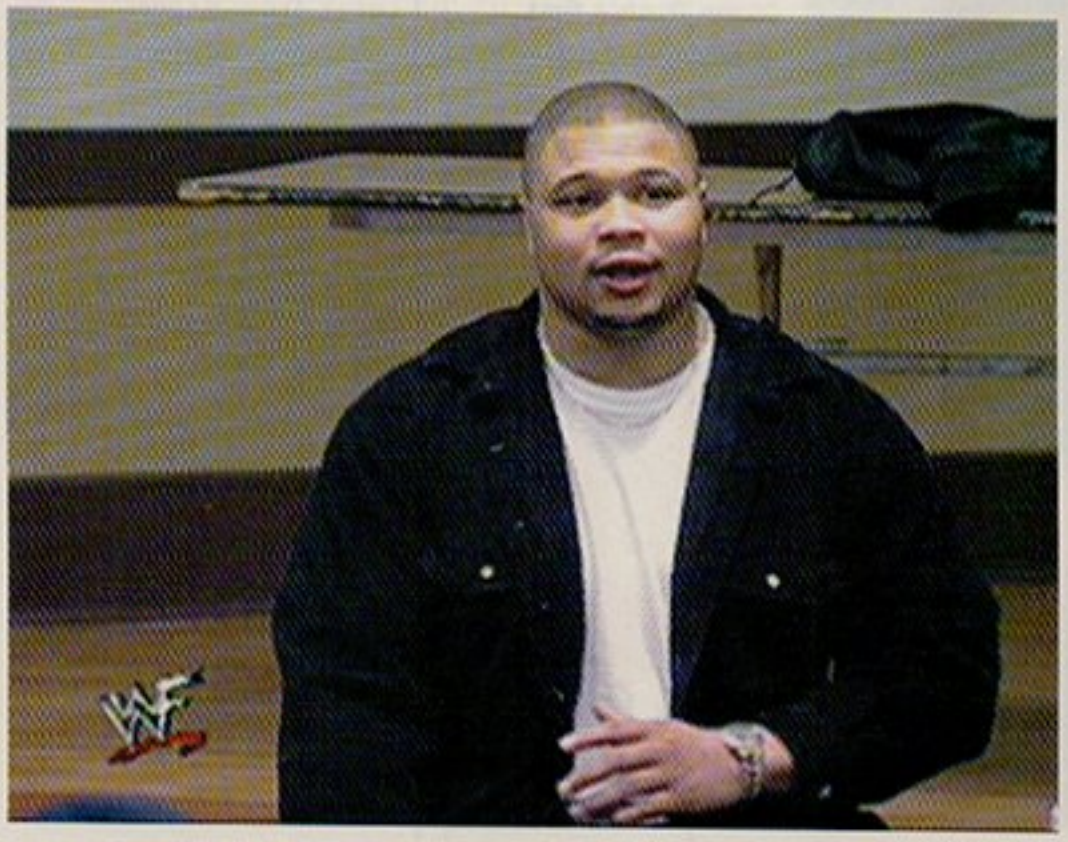


Had it not been for his band teacher's support, Chaz Warrington claims he may have ended up in the gutter.

"You guys kind of laughed when I told you earlier I was a schoolteacher," Chaz told the student group. "I mean, the teachers you have right now might be a pain in the ass and you don't do what they tell you to do, but they've all been through what you've done. They're being pains in the ass for good reason, and you have to realize that they're here to help you out."

The other superstars on hand also emphasized the importance of a good education as well. A. C. Conner, who has traveled around the world three or four times, has seen thousands of children who can only dream of going to school. According to him, many students don't realize how lucky they have it to be able to get an education for free.

The following month, Traylor, Layfield, Ron Simmons (Faarooq), Juan Rivera (Savio Vega), Miguel Perez and World Wrestling Federation commentator and Vice President of Talent Relations Bruce Prichard brought the second "No Bull" session to the Community Education Partners facility in Beaumont, Texas. These teens are involved in a detainment program where they can continue their education and attempt to get their lives back on track. The majority have been in trouble with the law, and the facility is their last chance at redemption before facing incarceration.



A. C. Conner, a graduate of the University of Maine with a degree in accounting, emphasized to the students that high school was one of the most important building blocks for their futures.

No other superstar has seen the effects prison can have like Ray Traylor who, prior to entering the sport, spent several years as a guard at a county prison in Cobb County, Georgia. One of his experiences revolved around a prisoner by the name of

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Harold Hill who was serving 25 years in a maximum security prison for killing a man who snitched on him for theft. According to Traylor, when Hill saw the guy out on the street he ran him over with his car and dragged his body for six miles. Apparently, authorities couldn't tell what gender the body was after it was over.

Another important aspect of the "No Bull" sessions for Ray Traylor was getting to know more about his fellow athletes through their personal accounts.

"We don't go around chopping people's heads off or bashing strangers in the head," Traylor told the teens. "That would put us in prison. That ain't the way to be in life. Some of the guys in prison down in Georgia thought that's the way life was. Those people made an impression on me. Working in a prison makes you a hard person, just like the people living in there. They're away from their families, and the only life they know is living in the system."

Like the other superstars involved in the program, Ron Simmons spoke from experience when he discussed surviving a broken home. At age 8, his mother died and his father abandoned Ron and his six brothers and sisters. Living in a house with no water or electricity, he started running with the wrong crowd on the streets and was detained. When Ron was 12, he and his siblings were split up and placed in orphanages.

A few years later—then living with his uncle—Simmons was still involved with gangs and was again detained. However, it took the near-fatal beating of his friend to make him realize that lifestyle wasn't going to get him anywhere.

"My story is not from a book or movie, but reality," Simmons told the group. "I was in a much more detained place when I was your age, and believe me, you're lucky to be here. Each one of you sitting in this room has something you're good at, and if you put your mind to it you can excel. Believe me, I know. Through sports, I was able to put myself through college. I went on to become an All-American, and from where I stand right now it ain't too bad."

"My story is not from a book or movie, but reality," Ron Simmons told the teens at the second "No Bull" session in Beaumont, Texas. When he was 15, the superstar saw a friend beaten almost to death.

Ron later went on to say, "Most of you in this room have parents that love you very, very much. I'd give anything to have my parents and

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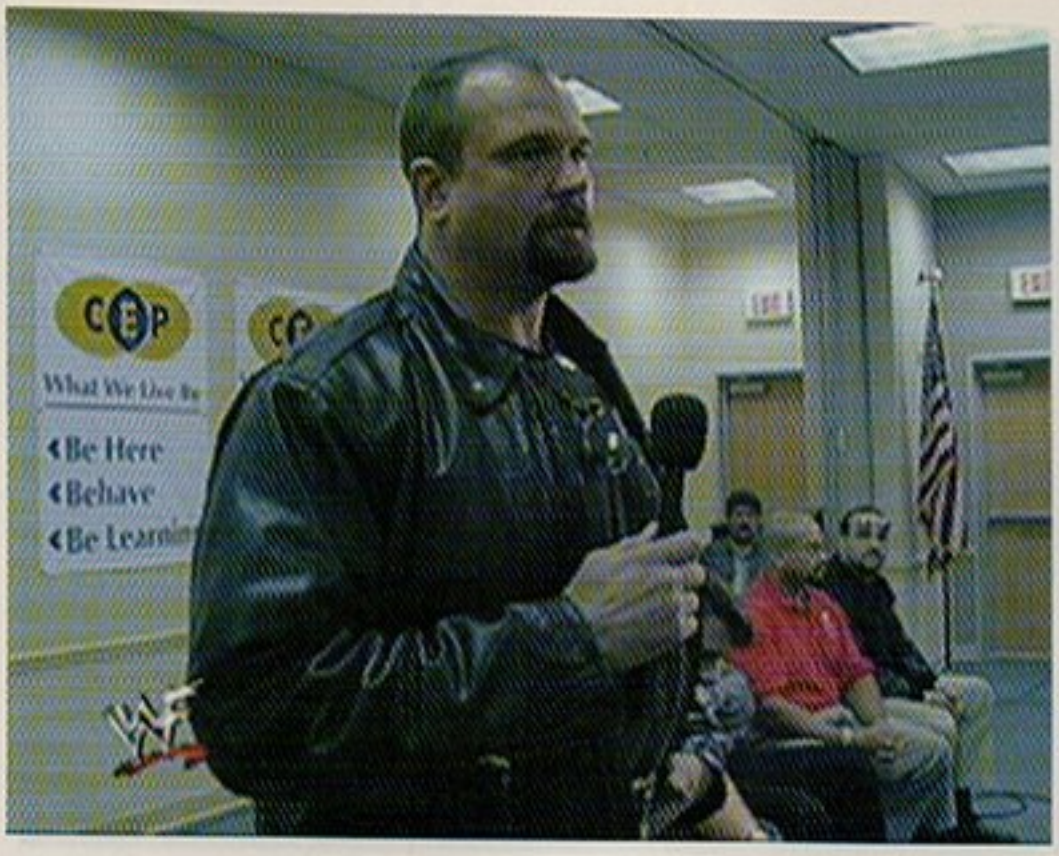
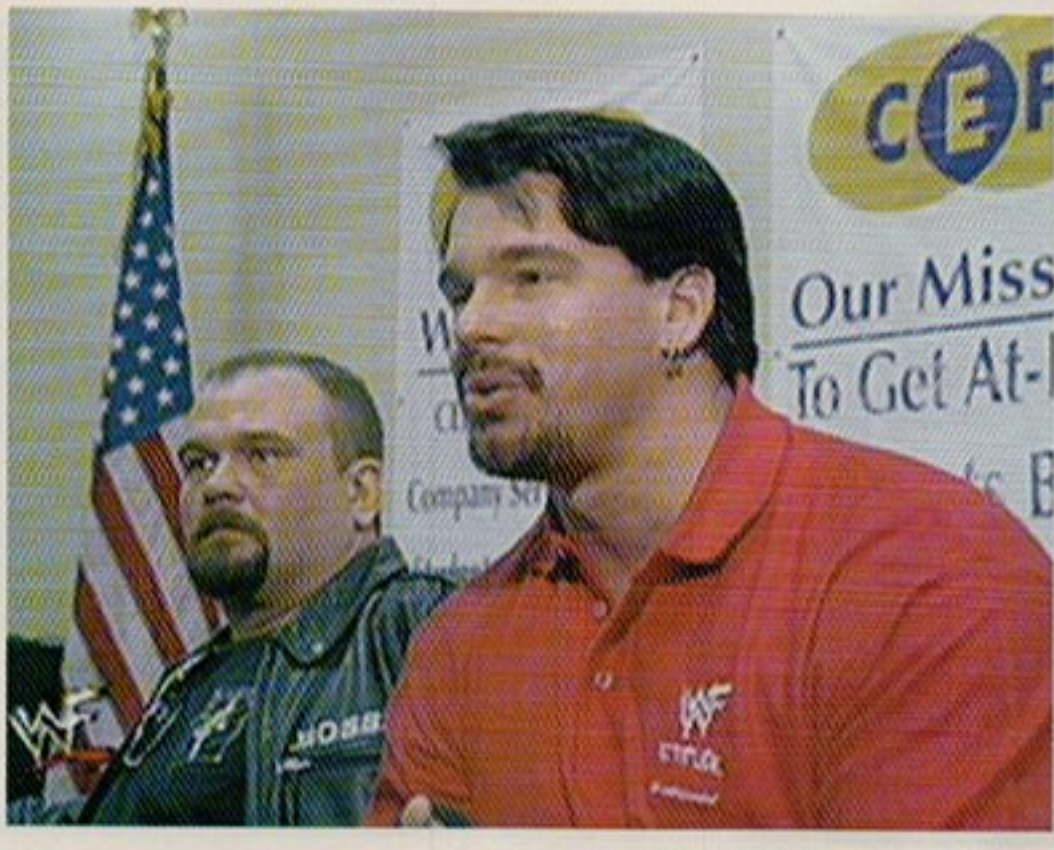


A former prison guard in Cobb County, Georgia, Traylor has seen what prison life can do to teens who don't straighten out their lives.

to have come through the normal process of a family—to have grown up with my brothers and sisters in one house... to have loved my mother and to have fished with my Dad. Right now, all of you still have the opportunity to do that. You have no idea what it's like until it's gone."

John Layfield, a former All-American at Abilene Christian, shared with the teens his story of nearly having his collegiate career ended after ignoring responsibility in school. According to the superstar, he started drinking, partying and cutting classes. As a result, he was cut from the team and faced expulsion from the college. Thanks to a second chance from the president and athletic director of the school, however, he was able to come back and finish.



After narrowly escaping expulsion from college due to partying and cutting classes, John Layfield was offered a second chance to finish his degree.

"The main thing is to decide what you want to do with your future, and that's what I tried to get across to the kids," Layfield told *Raw Magazine*. "Did I want to spend my time in a bar getting drunk or did I want the opportunity to fulfill my dreams?

"It was neat to me to see I wasn't the only one up there who had to make some kind of concrete decision somewhere in life," he later commented. "It was interesting to me that everyone up there had to come to that conclusion on their own. Because once you achieve celebrity status, temptations are sure to follow. Everyone of us up on that stage had screwed up at some point in life."

During the "No Bull" session, no one drove home the point of maintaining that status quite like Bruce Prichard. After working his entire life to climb to the top of this business and at the age of 28 he was one of the most influential people in the business, it was all taken away.

"Doing more drugs in quantities that people thought I should have been dead from" resulted in his work suffering. Consequently Vince McMahon let him go in 1991, and for 16 months Prichard sat at home living with the repercussions of his habit.

"I was getting ready to move to Hong Kong because no one would touch me in the business

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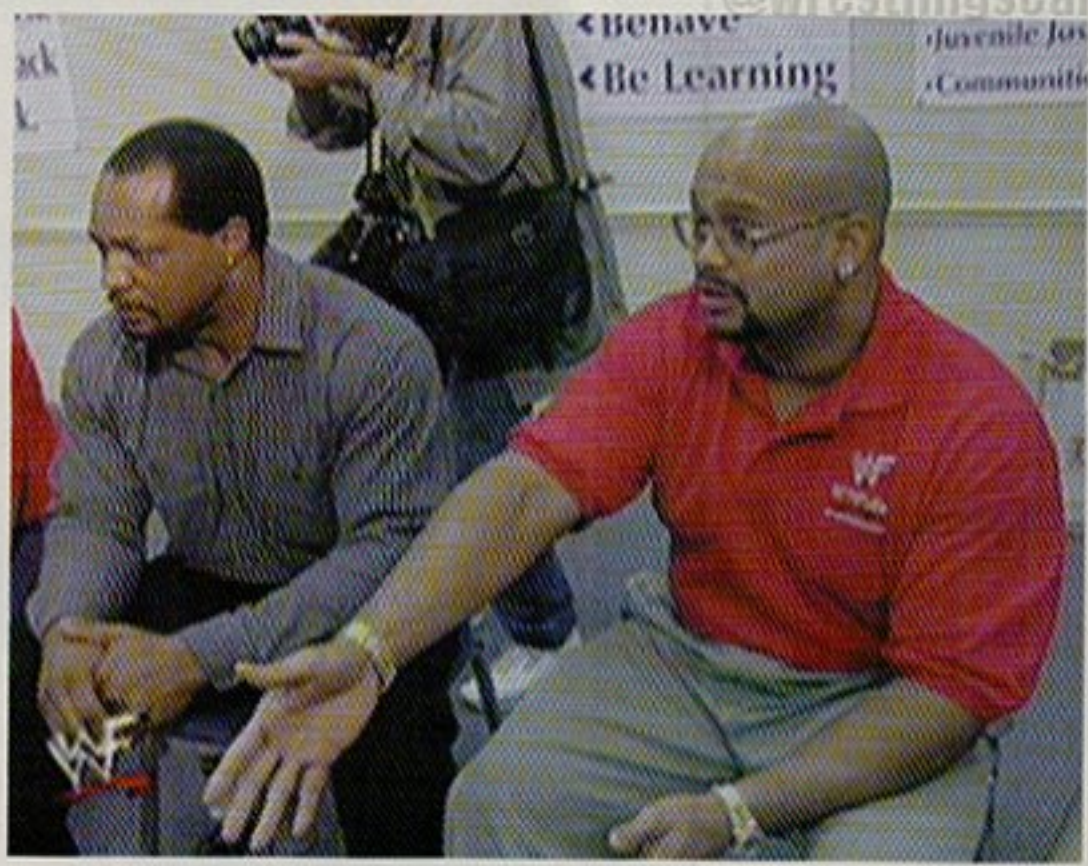
and I had nothing left here for me," Prichard told the teens.

"But one day Vince called me up and told me he wanted to talk and asked me to give him a call in a few days. But I called him right back and said, 'Let's talk now.' He gave me an ultimatum—do drugs or get a paycheck every week. I chose to come back, got drug tested every week to prove I was clean, went back on the straight and narrow and moved back up to vice president of the company. Hell, I'm only 35 and that's a pretty good gig. I could go back and screw it all up again and be out on the street, but I've got a wife at home who's pregnant with twins. I'm not gonna screw it up again."



According to Juan Rivera, nothing is more important than family—a lesson he learned growing up on the streets of Puerto Rico.

Prichard later told *Raw Magazine* that the important part about succeeding after a second chance is maintaining one's goals. When one gets back to the top... that's when the real work begins. He attributes the impact the "No Bull" sessions have had on the teens to the superstars not bullshitting them or trying to sugarcoat the situations.

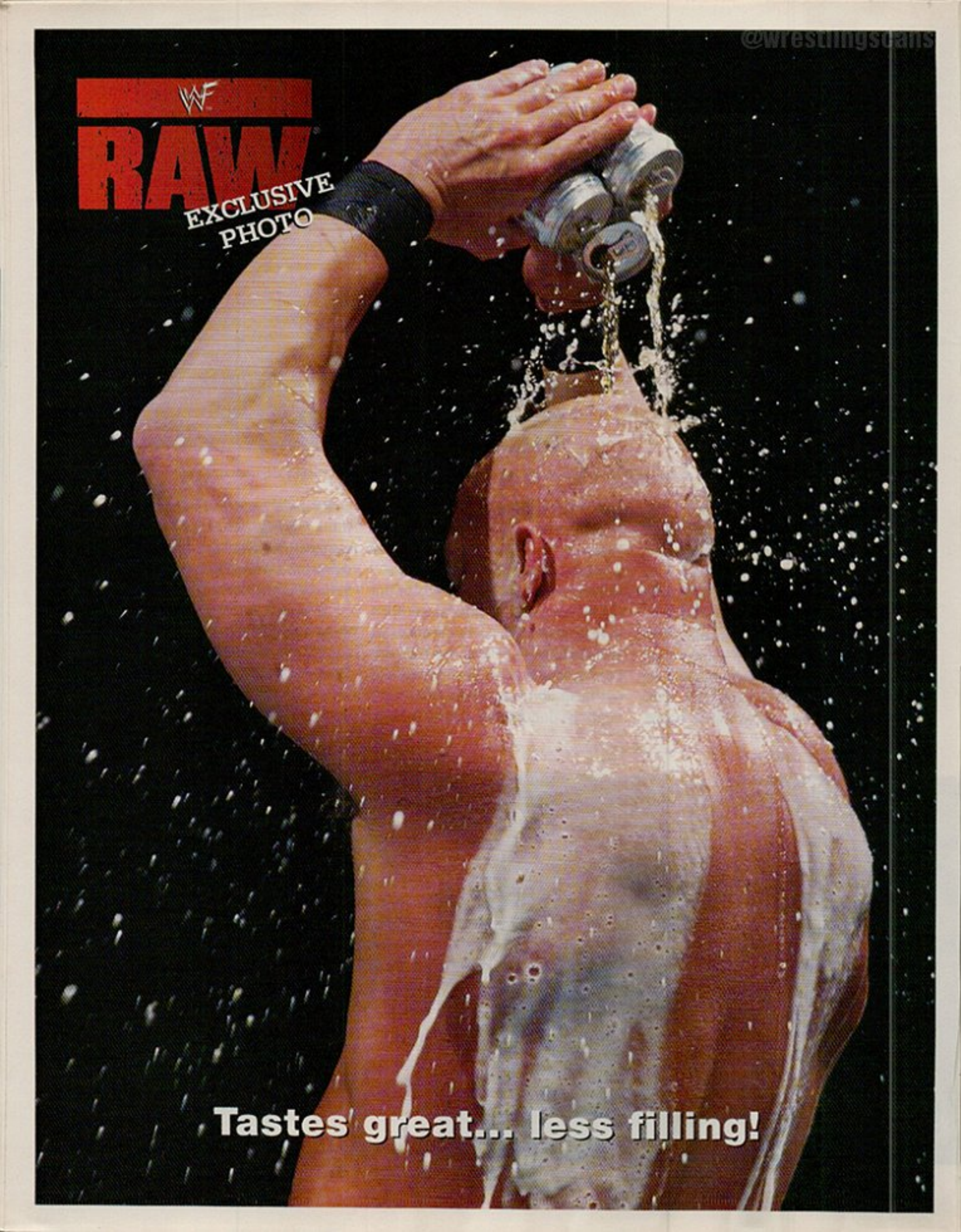
According to Prichard, "A lot of the people that talk to the kids have a) never been in those situations and can't truly talk about real-life experiences or b) bullshit them and tell them not to do drugs when they might be doing drugs themselves."

Prichard believes that some teens think taking the easy way is the best path in life, but they have to work hard to reach their goals and believe in themselves.

"I don't think there's such a thing as a bad kid. There's just kids caught up in bad circumstances," Prichard said. "My whole life I was told by my parents, friends, teachers and coaches that I was never going to make it and it was all a pipe dream. In a lot of ways, that fueled me even more to make it. With these kids, all they hear are negatives... and I wanted to tell them that they can take those negatives and turn them into positives.

"And, hey, if someone tells you that you can't reach that dream, give them the middle finger and tell them to go f@#$ themselves because you can do it."■

According to Bruce Prichard—who won his battle with drug abuse—maintaining one's goals when achieved is as difficult as attaining them.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Terry Taylor Talks "Business"

AN INTERVIEW CONDUCTED BY
DENNIS A. BRENT

"The Red Rooster", Terry Taylor, is back in the World Wrestling Federation—not as a competitor, but as part of the creative team that helps put together Federation television programming. Where has he been and why has he returned? And how is he qualified for this job?

In 1989, Taylor came to the World Wrestling Federation thinking that his career would finally take off. Bobby Heenan was going to be his manager, so Taylor thought that this would finally be his opportunity to shine. After coming here and wrestling a few matches, the Federation came up with a marketing idea for Taylor. He was to be "The Red Rooster"—a wrestler who dyed a red stripe down the center of his head, combed it up spikey like a rooster and would bob his head up and down and strut like a chicken. Being a good employee, Taylor went with it and soon became the laughing stock of the fans and the other wrestlers. The fans would boo and tease him unmercifully. He couldn't show his face anywhere in an arena without fans ridiculing him about his new persona. After 18 months, Taylor quit the World Wrestling Federation and eventually returned to what was now called World Championship Wrestling. I was there at Taylor's first return match. It occurred at the Meadowlands (now the Continental Airlines Arena), a strong Federation building right in the heart of World Wrestling Federation territory. The second the fans saw him, the "Rooster" chants would start and wouldn't stop. When he came out to wrestle his match, the roar was deafening. The bookers thought that Taylor was "tagged" with this career-ending gimmick and could never get "over," so they didn't allow him the push he deserved. Terry hated it that he was known as the Red Rooster and continued to hate it for the next eight years. He couldn't show his face *anywhere* without the "Rooster" chants. As his career had not really taken off significantly since leaving the Federation, Taylor believed that the Red Rooster character ruined any chance he would ever have to get "over" with the fans again. The matchmakers at WCW never allowed Taylor to do much because in their minds, the fans would always think of him as the Red Rooster. Perhaps this shows how intelligent Vince McMahon really is.

Taylor retired from wrestling an active schedule five years ago and worked behind the scenes at WCW. He trained many wrestlers, including Triple H. He also became part of the booking committee, in that he was a big part of the decision-making process of what you saw happen on television and in the ring. I had the opportunity to speak with my old friend Terry Taylor on his return to the World Wrestling Federation. The following conversation took place on Taylor's first day back in the Federation offices.

DB: It was major news to those who follow the behind-the-scenes happenings in the business when you left WCW and came to

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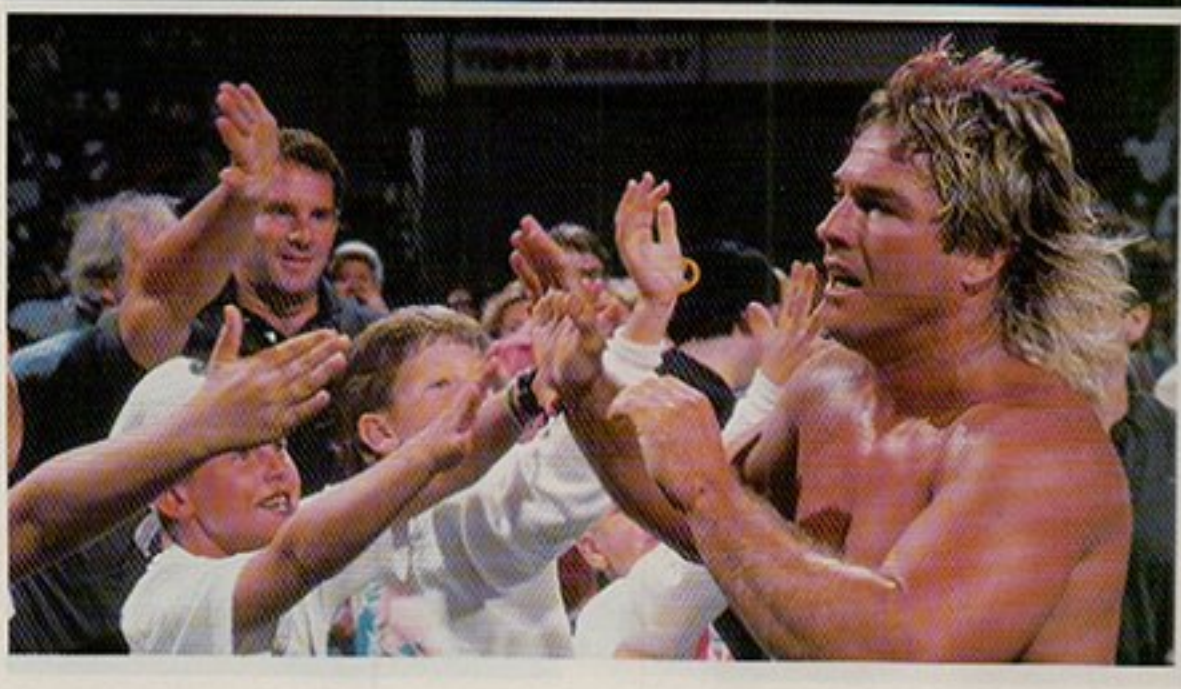
the World Wrestling Federation. Many people were shocked, in fact, that Eric Bischoff would even let you leave. Can you talk about what happened?

Taylor: Absolutely. Here's the whole thing and I'm going to tell you the truth. On January 12, it came out in one of the "inside" dirt sheets and on the Internet that I had been talking to people in the World Wrestling Federation and that I was going to make a move, or was considering making a move. It wasn't true, but sometimes that doesn't matter. On January 14, Eric Bischoff called me in and told me, "If you don't want to be here, I don't want you here. If you're talking to the World Wrestling Federation, then you need to go." Well, I had not done that. I hadn't talked to anybody. You know, I had always been friends with Hunter and a couple of other guys up there, but you know we'd say "hi" once a month. We don't talk about business. You know, we were friends. Never once did I say anything about making a move. I was happy there... I thought. Eric considered me his whipping boy. He had told people that and he told me that.

DB: I had heard that because of the power structure in place there it was difficult for you to do your job.

Taylor: That's absolutely true. I was hired to write compelling television, with long-range goals and episodic story lines. But I wasn't given any criteria to do that. Eric wouldn't tell us what the main event would be for certain Pay-Per-Views. Try writing a TV show when you don't know where the story is supposed to go. A lot of people say that it was Hulk who changed things at the last minute, or kept things secret from us. That's wrong. It was Eric. It finally came down to Eric telling me, "If you don't want to be here, then go." And that was the final straw—being verbally abused and to be honest with you, underappreciated. I don't think he really knew what all I did there. I think he has an idea now what I did. But to make a long story short, I called Vince [McMahon] up next. Vince was so gracious and so accommodating... and so forgiving. I mean, let's be quite honest, my reputation before wasn't as good as it could have been. But we worked a deal out and I asked if I could give him an answer in five days. My wife and I talked about it and I was going to talk to Eric about it. But when I went to Eric to talk about it, he blew me off. So, that's when I told him, "Thanks for everything, but please consider this my two weeks' notice." I gave my notice at around 2 in the afternoon at *Nitro* and was told to go back to my hotel—that they didn't need me there. I talked to Vince at 3:05 p.m. and he told me he wanted me to start right away. You know, in seven days my whole life changed. I was backstage at a WCW Pay-Per-View one Sunday, gave notice before *Nitro* the next day and was at a World Wrestling Federation Pay-Per-View the following Sunday, followed by a *Raw Is War* on Monday. I wasn't even home to discuss all this in detail with my wife and now she probably hates me, because we've lived in the same house for the last eight years, my son is a senior in high school, and now we have to pick up and move. But this is a real dream come true for me. In my heart and in my faith, I believe that things happen for a reason.



DB: Did Vince ask you about what duties you had performed at WCW?

Taylor: No, we didn't talk about that.

DB: Well, he must have known. For him to be so receptive to you, someone must have filled him in on what you are capable of, as far as being creative and producing interesting television.

Taylor: I don't know that. I would hope so. I didn't even think about that part of it. I thought he was just enraptured with what a wonderful person I am.

DB: No, that's not it. Anyway, what are you going to do here? Who will you be working with?

Taylor: My position is to help on the wrestling end; and to complement the two most successful writers in the history of wrestling—Vince Russo and Ed Ferrara.

DB: I'd like to add that the person you're working for is the same person that I'm working for—Vince Russo. I can't say enough good things about him...

Taylor: [Laughs] He's been very good to me and I'll do anything he wants me to do to help. I appreciate that they added me because, let's be honest, why mess with the most successful sports-entertainment show ever?

DB: Why do you think they added you to the mix?

Taylor: Because of my in-ring wrestling knowledge. And maybe because the year that I was in charge of WCW's booking, the World Wrestling Federation never won a Monday night's rating. And when Eric took me off the committee on August 28, WCW hasn't won a Monday night since. I'm not saying it was just me, but I know I had lot to do with that. I don't want to sound arrogant but, you know, it's true.

DB: Nowadays, because of the Internet we get immediate feedback on the news from fans and insiders. Good or bad, there's always a cross-section of opinion on what's happening. The report of your quitting WCW and coming to the World Wrestling Federation was considered very major news and it was pretty much unanimous that everyone thought this was WCW's loss and the World Wrestling Federation's gain. There was an outcry of support for you from the fans on the Internet. What do you think about that?

Taylor: Well, I don't know how people know all that I do and what happens in the locker room, but they do. I have AOL and Prodigy. I get on there and read what people say and I appreciate their support. The support from my friends down there when I left was terrific and the support I received up here from the staff was also incredible. It was pretty emotional. Let me say that Vince Russo and Ed Ferrara had nothing to do with me being here—they don't know me from Adam—but they've been really good about letting me pitch in. I'm on the support team. I did everything at WCW for a year and a half and I would love the opportunity just to help and not, you know, change the world.

DB: Do you see more of a team spirit here than you did at WCW?

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Taylor: [Laughs] You have no idea. It's a night and day difference, and I don't want to knock WCW. It's just that it's so much more positive at the World Wrestling Federation. Everybody's cheerful and they're happy to be doing what they're doing. I'm not saying that there aren't personality conflicts and disappointments and all that, but that's life. Things happen. But I see, from Steve Austin all the way down to the young up-and-comers, it's a real team effort here. I like that. It's a bunch of guys rowing the boat all in the same direction. And it's not because they're being paid millions of dollars. It's because they're part of something that is good and because of that they have a chance to earn more. There's no question, after seeing both sides of the fence, the World Wrestling Federation is the greatest wrestling organization in the world.

DB: Don't you think that's the reason Paul Wight refused to re-sign with them and waited until he could legally come to the World Wrestling Federation to wrestle?

Taylor: I don't know if you know this or not, but I trained him, too. I'm very fond of Paul Wight. He very easily could have been the biggest star in the wrestling world down there. He could achieve that up here. You've got the biggest star in the business in Steve Austin... also The Rock and Mankind and the Undertaker and a bunch of guys. I mean, Paul Wight could slide right in there against any of them and get a huge Pay-Per-View buy rate or get a huge television rating. They really know what to do with superstars here. And the group of younger guys they have here in the World Wrestling Federation are the next generation of THE Superstars of the business. The talent development here is the best I've ever seen. And everyone knows it.

DB: Without naming names, I hear that the cream of their young talent wants to come up here, too.

Taylor: I was flabbergasted by that thing, too. They all know that here they will have a chance to show what they have without someone holding them back because they show too much talent or they have a personal problem with someone in the office. I've made just about every mistake you can make in this business, and hopefully I'm in a better position now to help advise the younger guys and help this company. I'm a team player and I'm here to do whatever they need.

DB: I know you're a team player based on what I've seen you had to put up with in your career. That brings us to the Red Rooster.

Taylor: I'll tell you a story about that. I spent nine years of my life arguing fans, family and friends that wrestling wasn't "legit", and I spent years trying to get Terry Taylor "over" as a legitimate name. I did the Red Rooster for 16 months. The last time I did that character on television was February 1990. I think it was common knowledge that I was uncomfortable with that character and that's why I left the World Wrestling Federation. But you know, more people know me as the Red Rooster than EVER knew me as Terry Taylor. So, if you talk about marketability and recognition and all that, Vince McMahon was right. He was smarter than me and he knew it. That character could have worked, but I probably talked myself out of a position. It's a gimmick that obviously worked because people still remember it and call me "Rooster". It was a heat generator and it worked. It got a reaction from the fans and that's what you're looking for. Vince had foresight and I did not. He's a visionary. I've been through enough to where I see that now.

DB: What World Wrestling Federation Superstar catches your interest?

Taylor: I am absolutely fascinated by Goldust. I think that when Dustin is doing Goldust, he really IS Goldust. That's what Vince is good at. He took a guy who was in the shadow of his father—a cowboy—not really knowing who he should be or what he should be, and went so far the other way... I mean, when Goldust first came out he shocked the wrestling world. I absolutely love that character and we're licking our chops to see how far Goldust can go with the character. I also want to mention the "Dead Man"—the Undertaker. He's one of my favorite guys. He's got probably THE best character and THE best entrance in the history of the business. There's absolutely nothing like it. When that bell tolls, the crowd just erupts. Once again, Vince McMahon was a genius to match this particular character to Taker's real personality. And it's a testament to the Undertaker's ability to go out there and pull it off. And he's one half of the most talked-about match in history, which was the "Hell In A Cell" against Mankind.

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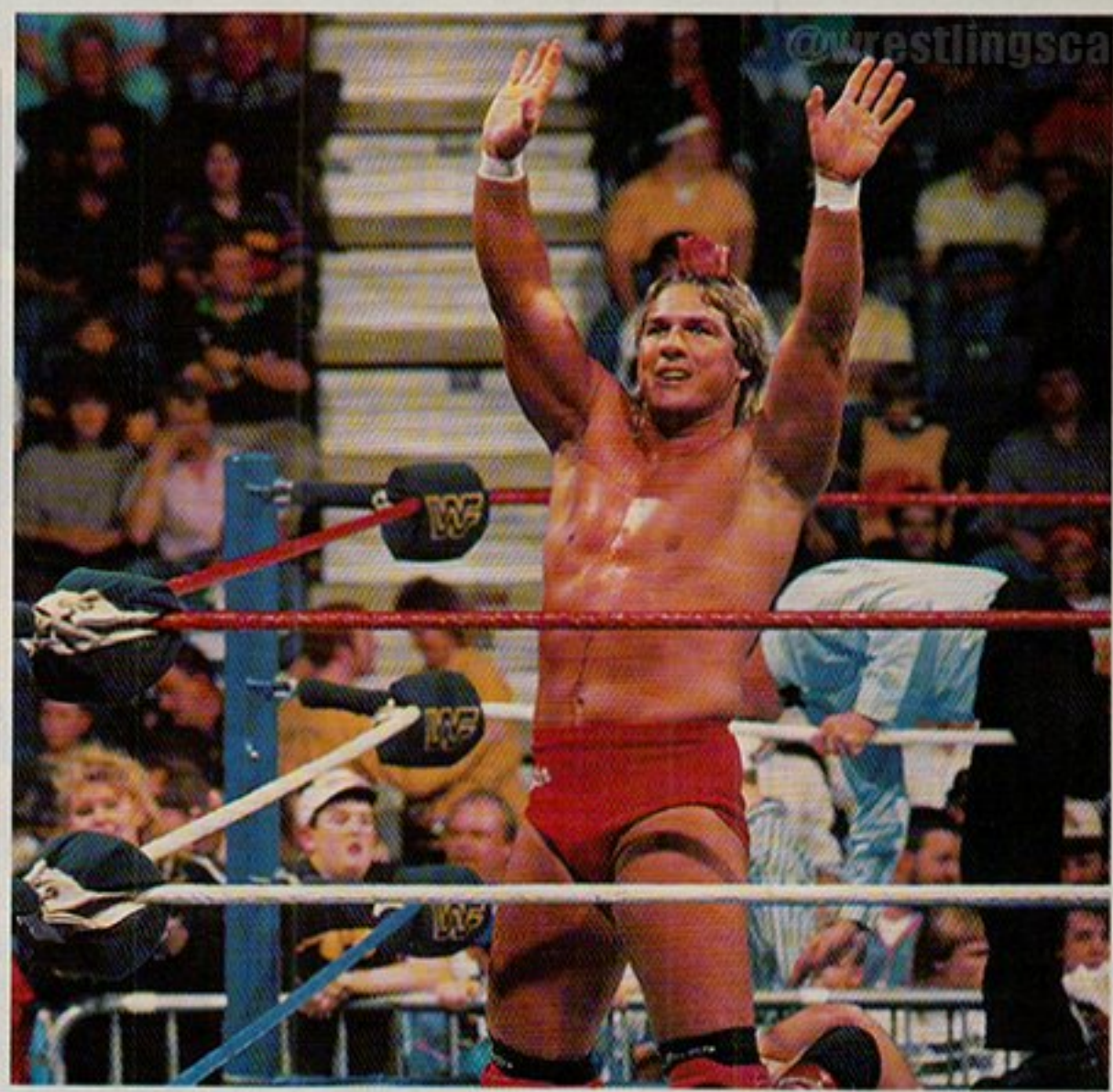
DB: How does it feel to be working with your old friend Jim Ross?

Taylor: Good! I like J.R. He and I kind of started together. And from what I hear people are always saying, "I loved that Mid-South Wrestling"—which he was as big a part of as anybody. We both kind of got our start there, and it's funny because he's the best at what he does. I'm not going to go into everything else that he does, but he's probably the best announcer in the history of the game. I've played the "Three Faces of Foley" video over and over just to hear Ross call Mick's fall from the top of the cage. He gives credibility to what he's calling and genuinely loves what he's doing. He calls it just like a true fan. I think that's why people love him.



DB: Terry, have you ever seen anything like the way the business is now? Could you ever imagine in your wildest dreams that every show would be a sellout—that every television taping is a monster event with the ratings breaking all-time viewing records?

Taylor: Well, it took an incredible effort to get where we are now and to keep it. And to be honest, the viewers are more discriminating, intelligent and harder to please now than they have ever been.

DB: Do you think the shows can get too "out there"? At what point do you think we should "pull it back a notch," so to speak?

Taylor: I think the fans will tell us through their viewing habits.

DB: Do you think we have any responsibility to police what we do to some extent?

Taylor: Absolutely. I think people want to be entertained, and with the World Wrestling Federation's cutting edge and new attitude, they break new ground every week. Anytime you take a chance on anything in life, some people are going to appreciate it and some aren't. Some things are going to work and some aren't. Vince McMahon and his creative team have been incredibly successful dancing on that fine line. It's the best time in the world to be a wrestling fan. WCW hasn't won a rating on a Monday night since the last week in August 1998. They see what the World Wrestling Federation is doing and they're changing the way they do things. In the meantime, the World Wrestling Federation is always changing, too. It's a very competitive business. I don't know who is going to write all the creative stuff for them, but I don't care either.

DB: In closing, Terry, is there anything you would really like to say?

Taylor: I just want to make it abundantly clear how fortunate I feel I've been in my career and my life. And the good days are still to come. I'm very positive and I'm just happy to be in the World Wrestling Federation. I don't mean that to sound corny or anything, but I know a lot of guys my age who are out of the business doing things that they really don't want to do and just living day-to-day. I am so happy that I wake up every day excited about working. I mean, if I was unhappy I should kick myself in the ass! I love this job and will be doing everything possible to help keep the World Wrestling Federation the top promotion and the top-rated television show in the business. ■

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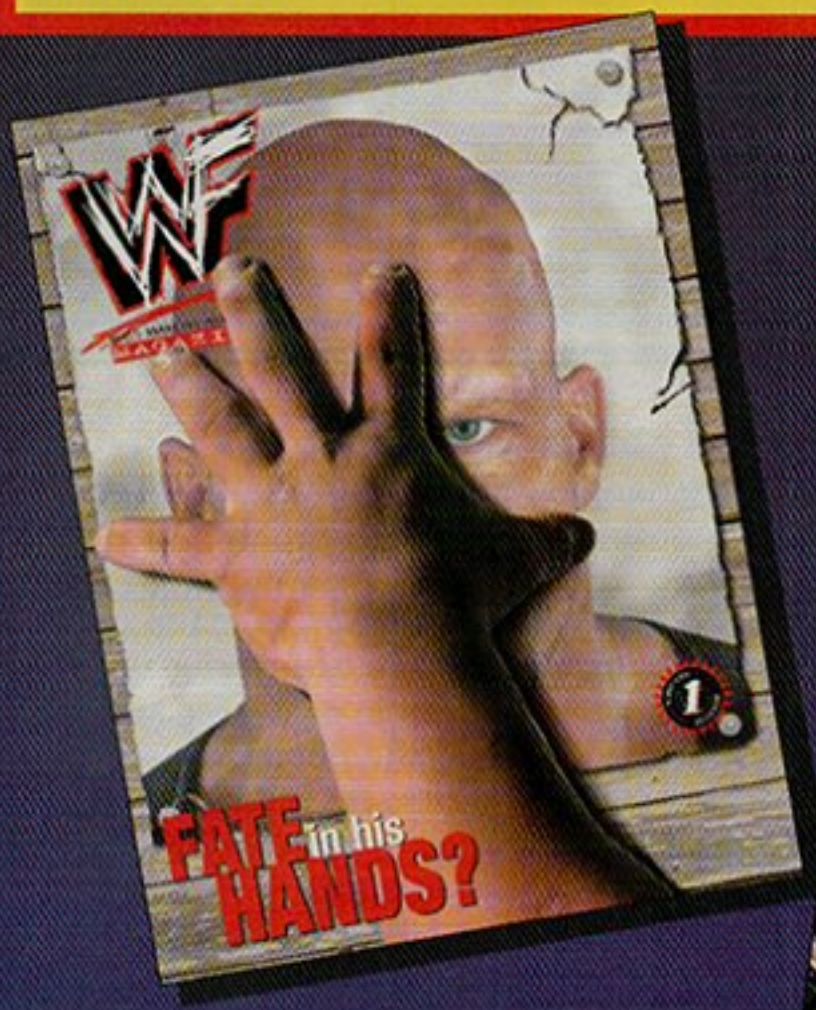

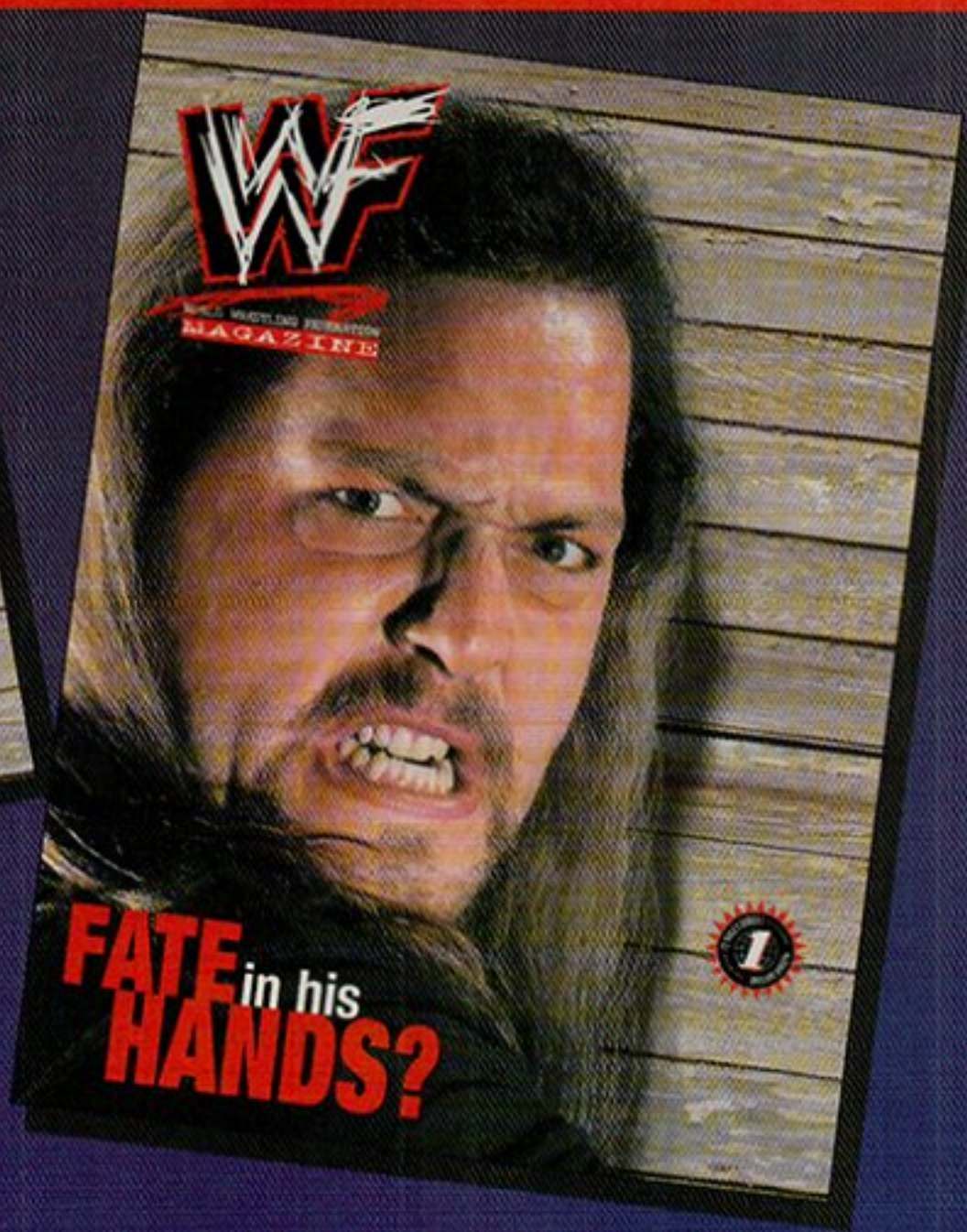

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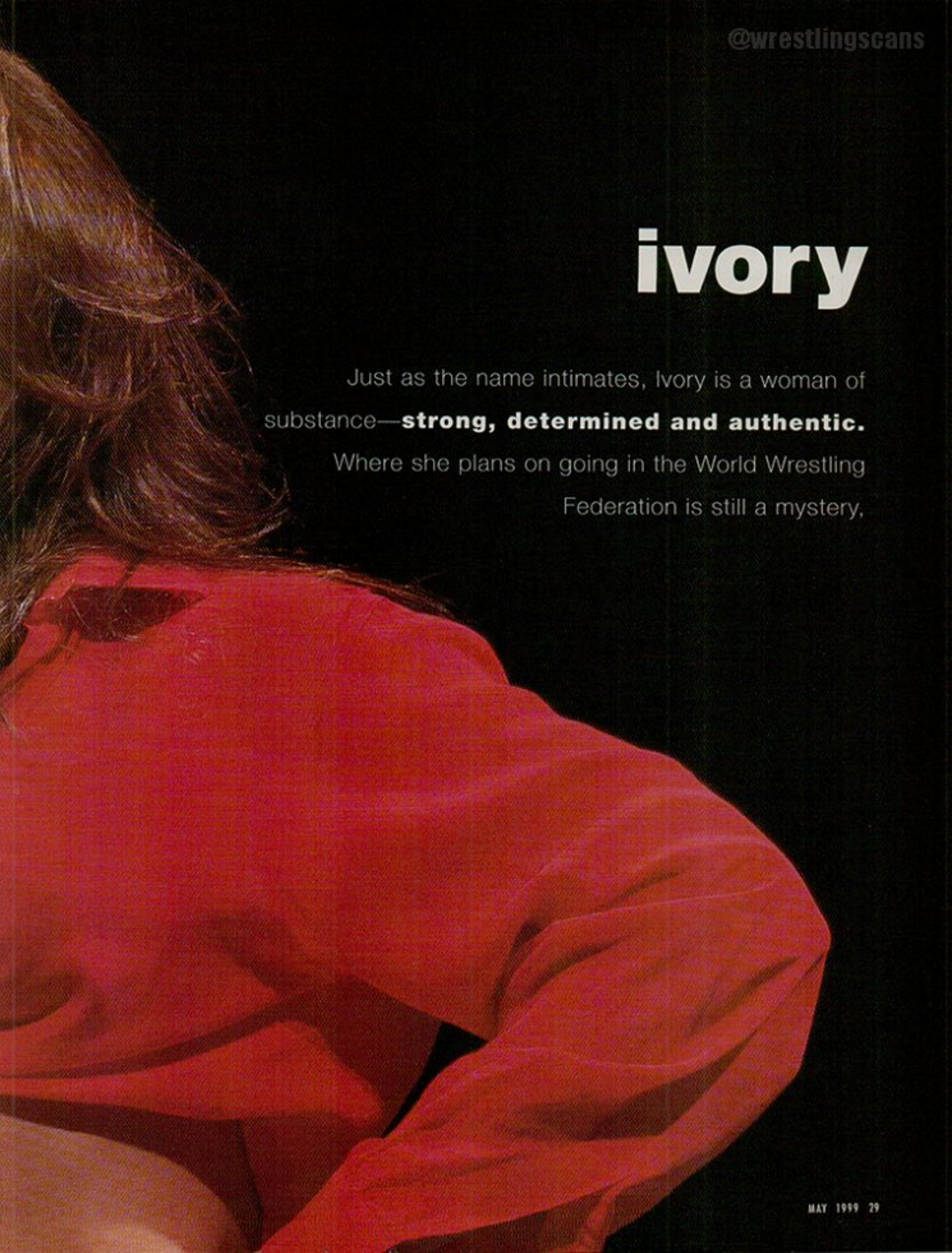

ivory

Just as the name intimates, Ivory is a woman of substance—**strong, determined and authentic.** Where she plans on going in the World Wrestling Federation is still a mystery,

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but make no bones about it—wherever this dynamic woman is headed, she will most definitely leave her mark.

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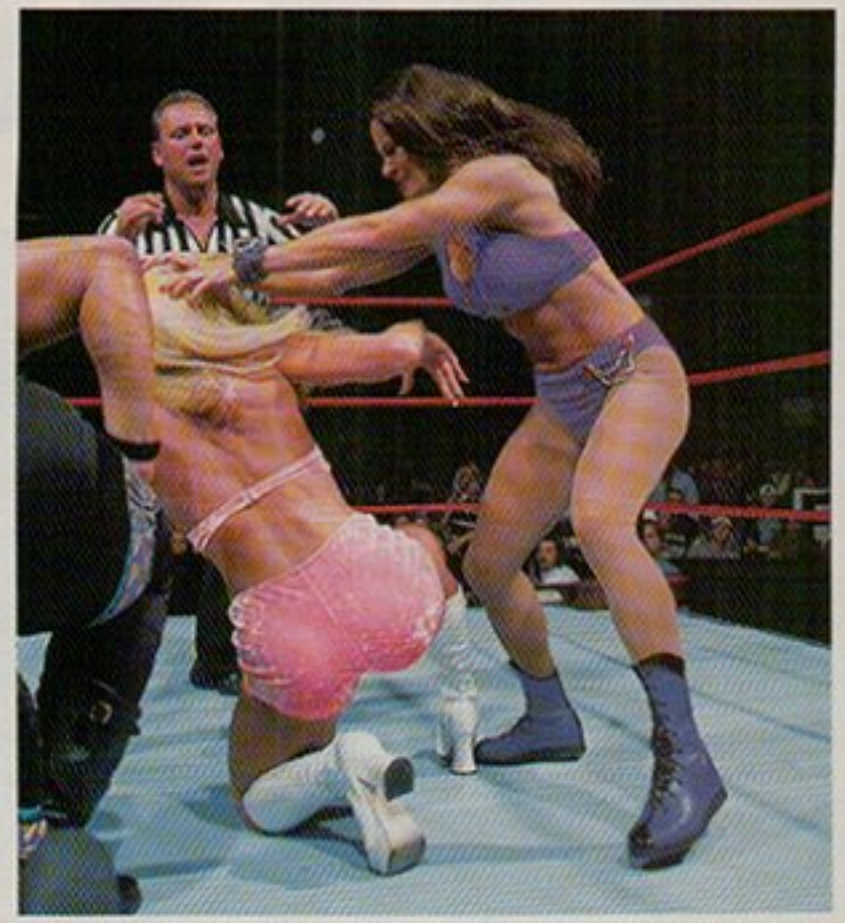
Ivory—a woman of pure strength and beauty—will not be easy to ignore. Thus far, this woman has proven to be capable of taking care of herself—no need for a man. In fact, Ivory just may be too much for any of the Federation men to handle. She most certainly has been for "Sexual Chocolate" Mark Henry and D'Lo Brown...



Will Ivory be too much for the Federation women as well?

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who gets it?

Opinions by Dennis A. Brent

The World Wrestling Federation keeps suggesting that the world "get it." Do YOU get it? I am sure you do, based on the fact that you are reading *Raw Magazine*.

What does it mean to "get it"? There isn't just one meaning to the phrase, but if you don't need it explained to you then you "get it". You "get" what we're doing here. It's fun, it's entertaining, it's sports, it's soap opera, it's an "edgy" take on reality. If you remember the Bizarro World that Superman used to visit, that's kind of what life in the World Wrestling Federation is like.

THOSE WHO DON'T "GET IT," and don't *want* to get it, don't watch. It's that simple. There are about a hundred channels available to most television viewers. Nobody is forcing anyone to watch World Wrestling Federation programming. If you enjoy what we do and like the fun and excitement, then we welcome you as a fan and viewer. If viewers and critics were *forced* to watch

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Raw Is War and had no other choices, then perhaps the criticism would have some validity. But we *do* control the channel changers in our own homes. As far as what other people watch or allow their family members to watch, it's *no one's business but their own!*

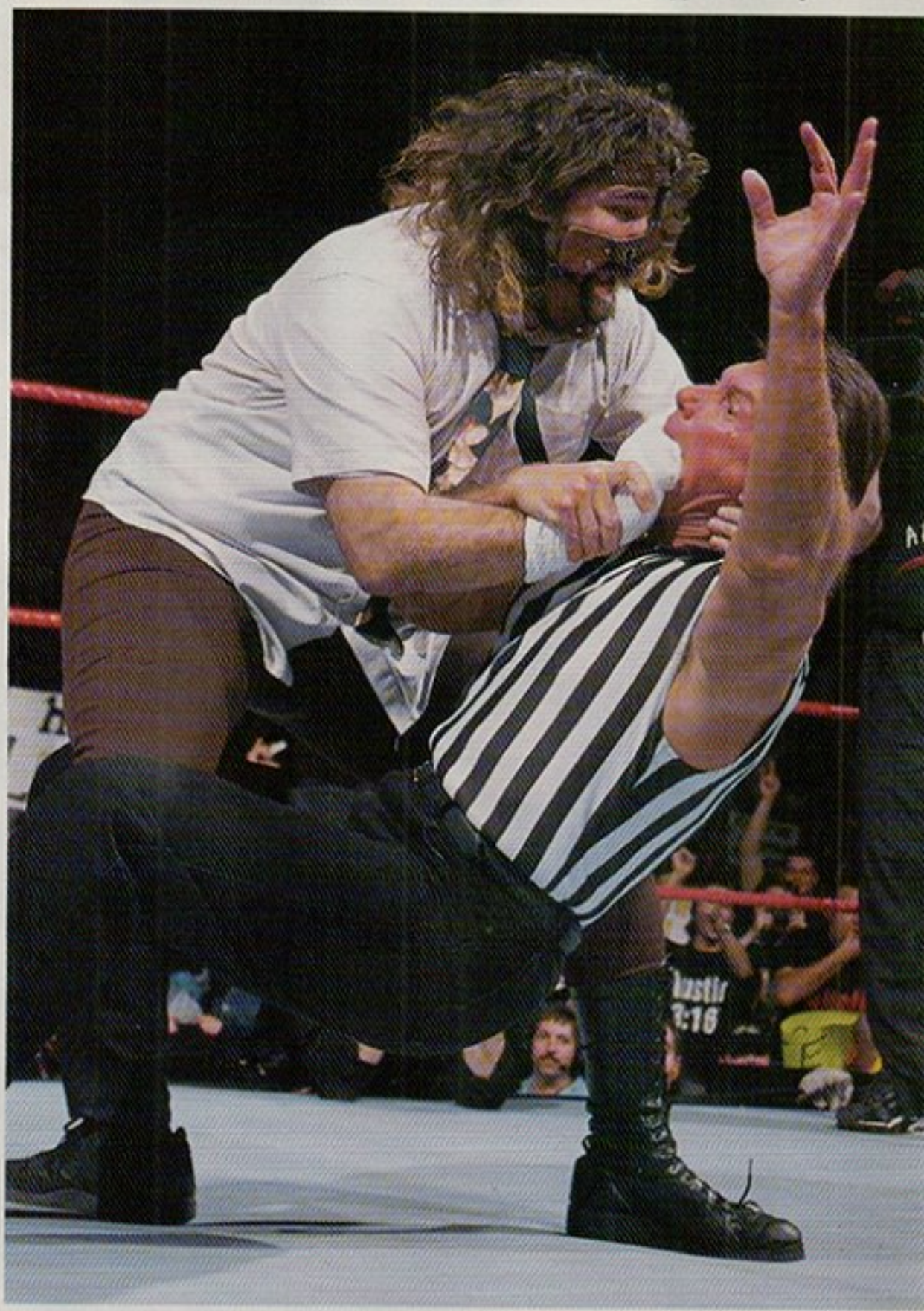
This is where writers like *New York Post* columnist Phil Mushnick don't "get it" at all. Who set them up as protectors of America's television viewers? I thought he was a sports writer. Why is he so obsessed with the World Wrestling Federation? I don't remember reading that the FCC put him, or any other news writer in charge of what people can watch on television.

Speaking of the Federal Communications Commission... According to press reports, the FCC received a handful of complaints about the World Wrestling Federation commercial that aired during the Super Bowl. Morality in Media, one of the groups that protested, released a ridiculous two-page press release about it, although Robert W. Peters, president of the group, conceded that he hadn't even seen the spot! Peters wrote in the press release about how "vile" and "offensive" the commercial was, based on an e-mail he received from someone who saw it and described it to him. The man never saw the spot, yet he determined that it was not fit for viewing on early evening television.

This is a very scary thing for freedom when you have a group protesting something they did not even see and trying to tell YOU what you should watch! Jim Byrne, a senior vice president of marketing for Titan Sports, said, "The spot was a tongue-in-cheek parody. Everything about it was so over the top that for anyone to interpret it literally is interesting. There will always be people who take themselves way too seriously who are extremely vocal."

Jim Bell, senior vice president of licensing and merchandising for Titan Sports, explains: "The World Wrestling Federation is in the sports-entertainment business.... Just like a thrilling action-adventure movie or a good Grisham novel, [the World Wrestling Federation] is entertainment that requires the viewer to be actively engaged. We are very proud of our television programs, as we explore themes such as passion, revenge, renewal and, yes, redemption—all of which evoke emotion from the audience. Our sponsors and advertisers continue to grow and represent a cross-section of life from M&M/Mars Candy to Castrol Motor Oil. Clearly, our thinking extends into the next millennium."

I'll go ahead and say it—Mr. Peters just doesn't "get it". Without advertisers and sponsors, the World Wrestling Federation would not be able to exist, but we have the full support of many of



In recent months, Vince McMahon—getting a taste of Mr. Socko (above)—has gone on the offensive against his critics. Personas such as the Godfather (right) mirror situations popularized in movies and television shows.

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America's top companies. The interesting thing is that Mr. Peters was quoted by the Associated Press as saying, "The vast majority of parents wouldn't have any concern about having their 2-year-olds watching it."

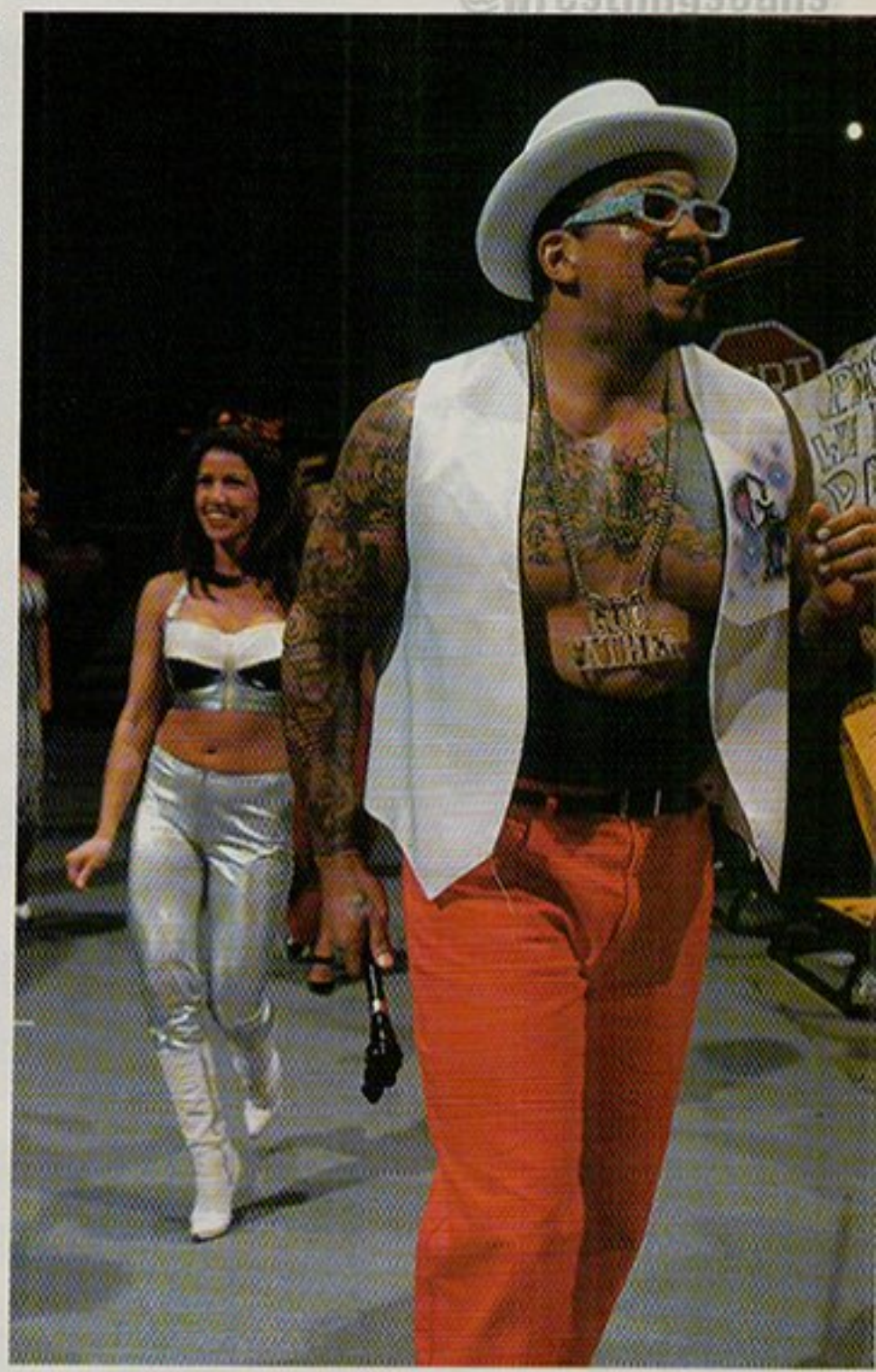
Now Mr. Peters is trashing not only the World Wrestling Federation, but he's pointing a finger at "the vast majority of parents" and knocking them, too.

Mr. Peters claims that the NFL should also be concerned about the advertisement. "If they get away with this," he said, "What will the World Wrestling Federation do next year?"

The World Wrestling Federation's answer? Just wait and see!

Some of the critics say that we are using the phrase he or she "doesn't get it" to attack people who disagree with our opinions. That couldn't be further from the truth. Everyone is entitled to his or her own opinion. If we feel a critic doesn't "get it", we aren't attacking him by saying they "don't get it." We are simply pointing out that this person does not understand our product or what we're doing and shouldn't put themselves in a position to explain to the world why no one else should be able to watch or enjoy it. Based on the phenomenal ratings our shows achieve each week, obviously millions of viewers *do* "get it" and keep coming back to enjoy more. And the numbers grow every week.

I'm not attacking any other particular television programming, but I've spotted a number of programs on FOX, NBC, ABC and CBS which are probably more titillating and controversial than *Raw Is War*. But that's their network and their decision. Once again, no one is forced to watch. The programs are there for those who choose to view them. If no one watches, they get canceled. If they are a success, then they continue running. The World Wrestling Federation has been a staple on USA Network for almost 20 years. The controversy did not just start recently. Vince McMahon and the Federation have always been cutting edge and controversial. The only difference between now and earlier days is that the envelope of what is acceptable has grown and broadened quite a bit. The list of words that cannot be said on television has dwindled to just a few. I hear words on *The Simpsons, South Park, Howard Stern, ER* and *N.Y.P.D. Blue* that would have gotten these shows canceled as well as the networks' licenses pulled in another time.



That's the key phrase here—"another time." This is a new day and people, including children, are smarter to everything. The World Wrestling Federation is not here to insult anyone's intelligence. We are here to have fun and exciting times with what we do. It's a hoot. And there's nothing in our television programming that will solve world hunger or attain world peace. No one expects *South Park* to live up to any particular moral standard. It is simply there for entertainment. The network puts a disclaimer at the beginning and airs it at a later hour. If younger viewers are allowed to see it, *how* can the network be held responsible for this? Does this mean that shows like *South Park* and *Raw Is War* should NEVER be allowed to air because somebody who shouldn't *might* see it? That's ridiculous. If parents choose to allow their children to watch World Wrestling Federation programs, that is their decision.

Some critics suggest that the World Wrestling Federation has too much "attitude". Guess what? The whole world is getting more attitude. There is a motor oil product that advertises as the "Additive with Attitude." The *Live With Emeril* cooking show on the Food Network is a cooking show with "attitude." Judge Judy and Judge Mills Lane have brought "attitude" into the courtroom. Howard Stern's radio show and CBS television show are crude and vile in most critics' opinions, but they are popular and profitable for their sponsors and the network. People *want* a dose of "attitude" with their entertainment and many programmers and advertisers "get it" and serve it up to them. The World Wrestling Federation did not invent attitude, but we sure did help make it popular!

Do YOU get it? I think you do. ■

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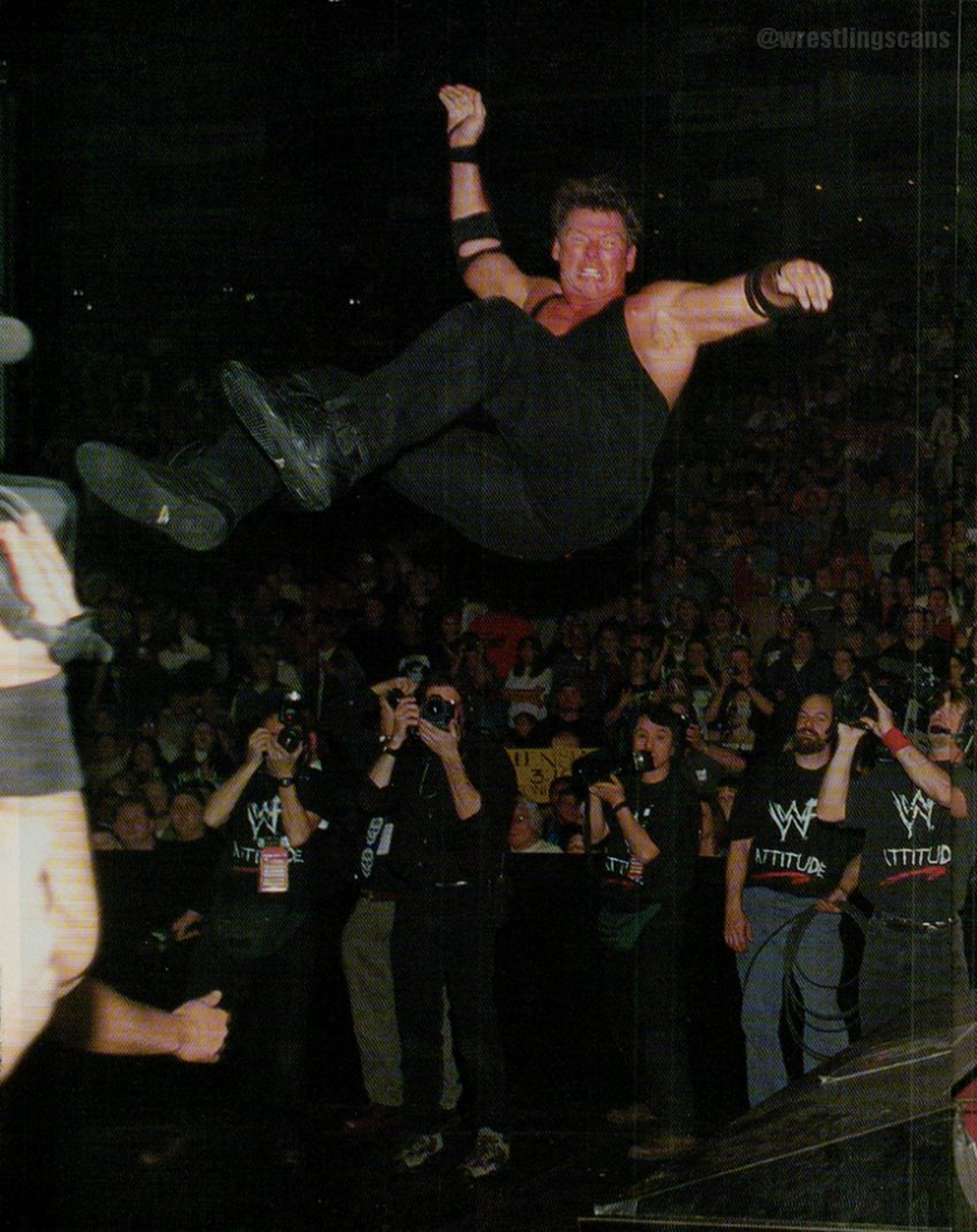
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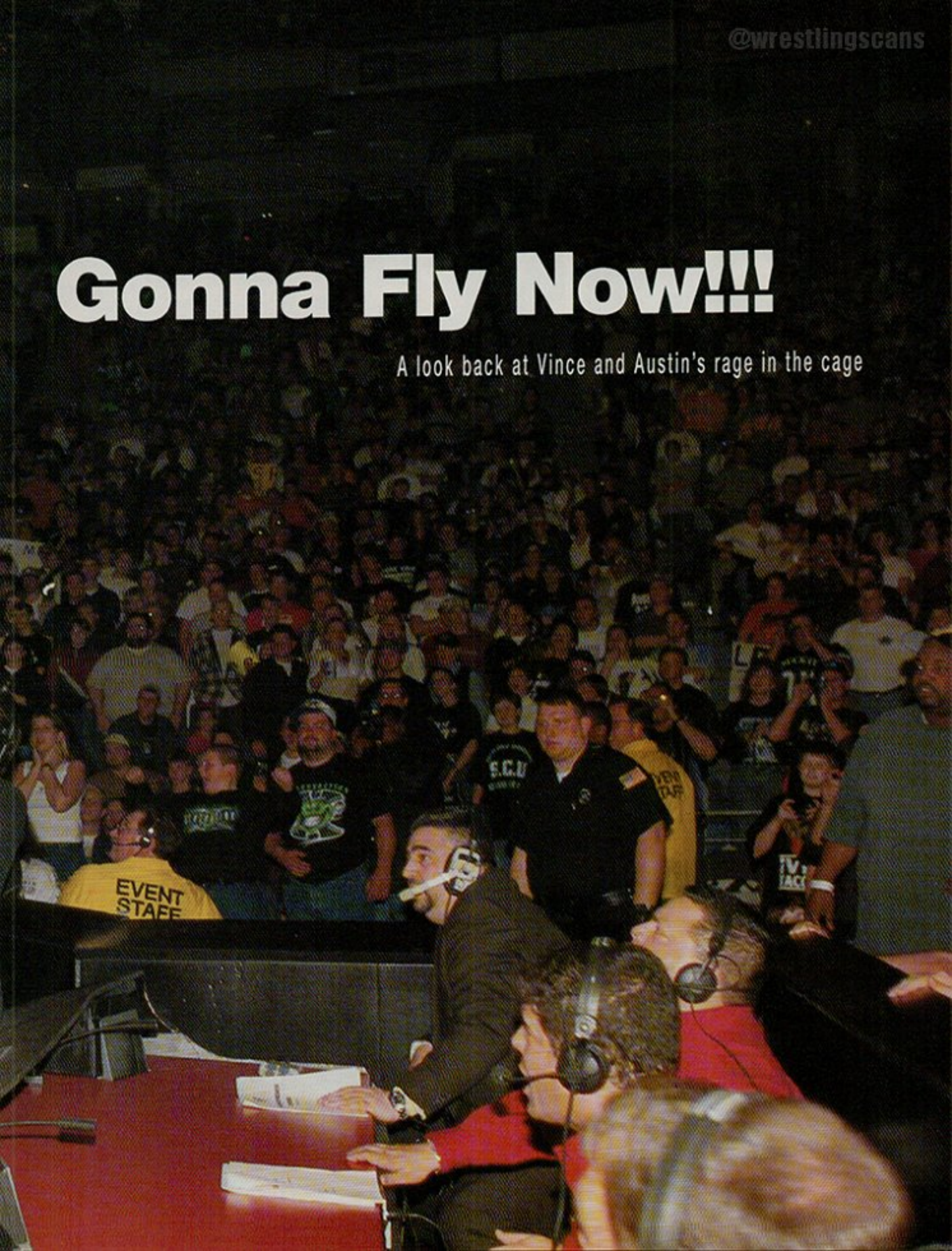
Gonna Fly Now!!!

A look back at Vince and Austin's rage in the cage



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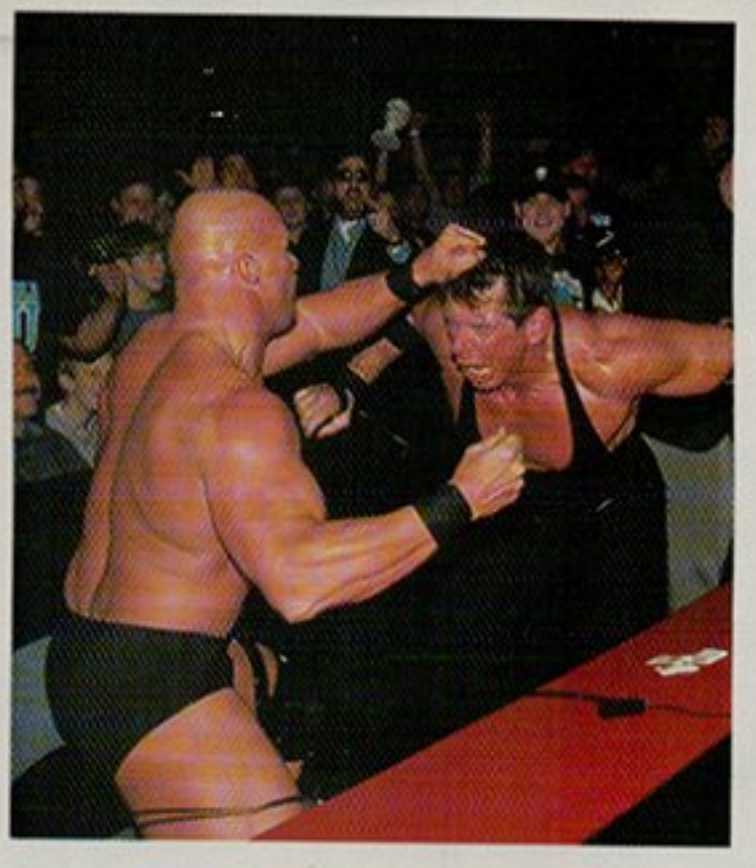
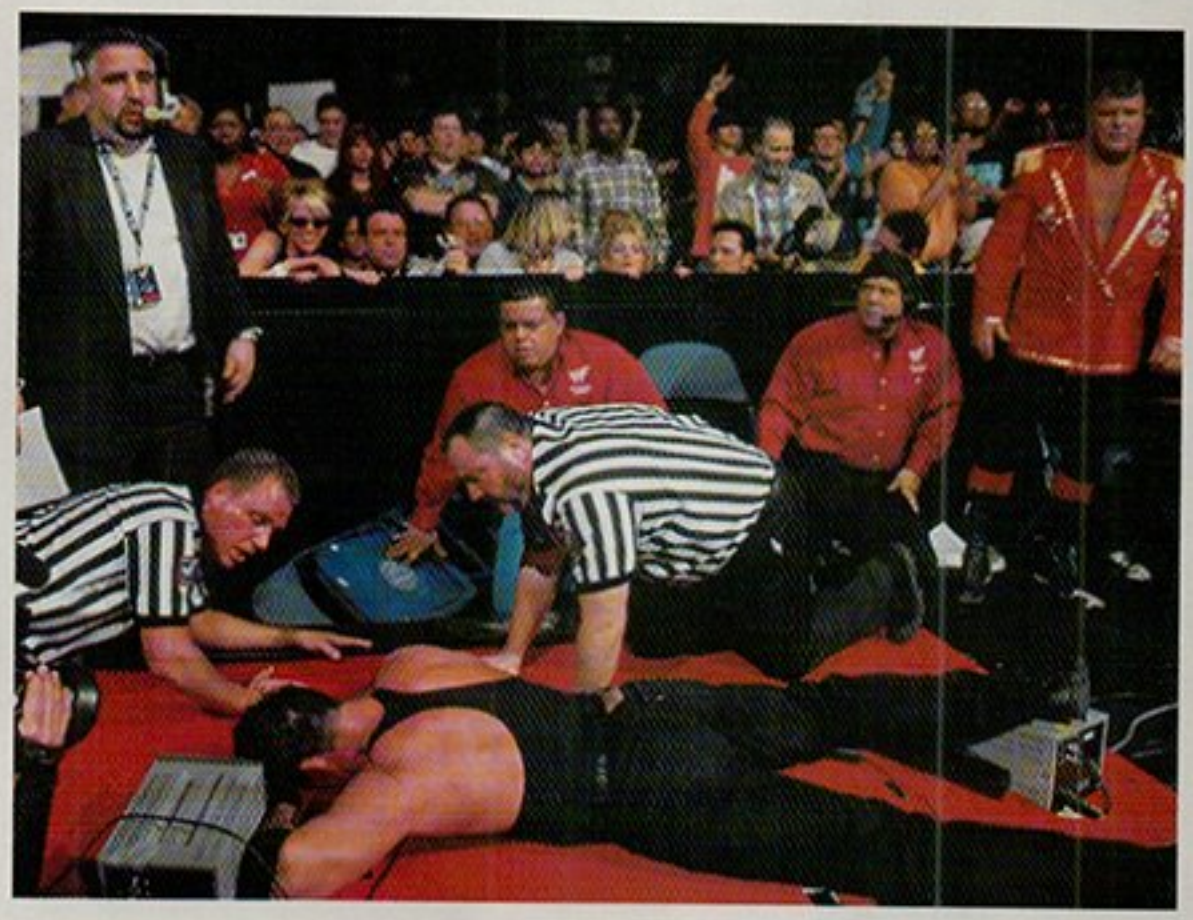
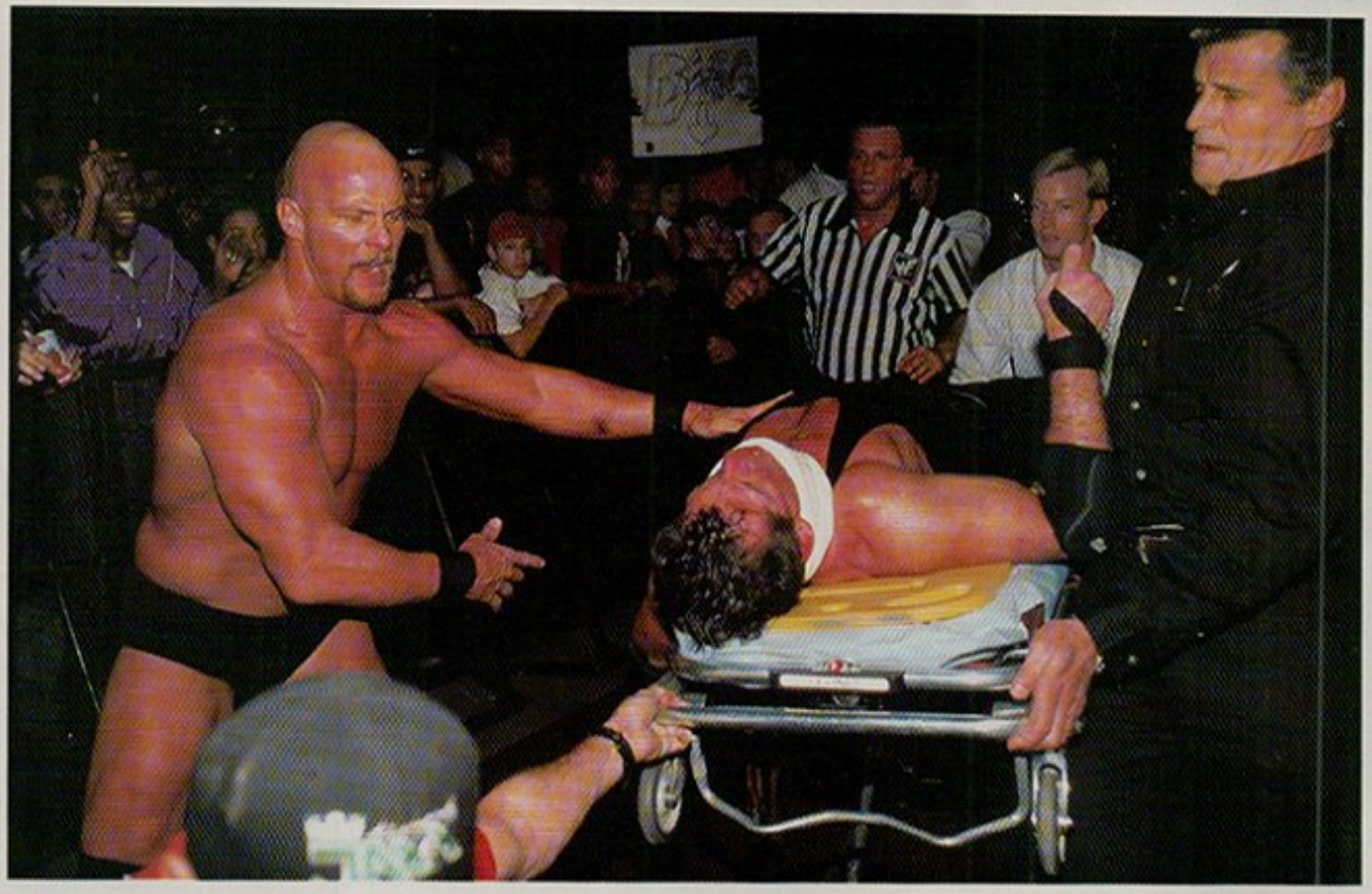




Valentine's Day 1999 will be remembered as one of the most hate-filled nights in World Wrestling Federation history. Inside a 15-foot-high steel cage, the rivalry that had consumed owner and employee for over a year finally boiled over until all hell broke loose. Two men so bent on obliterating each other... that nothing else mattered.



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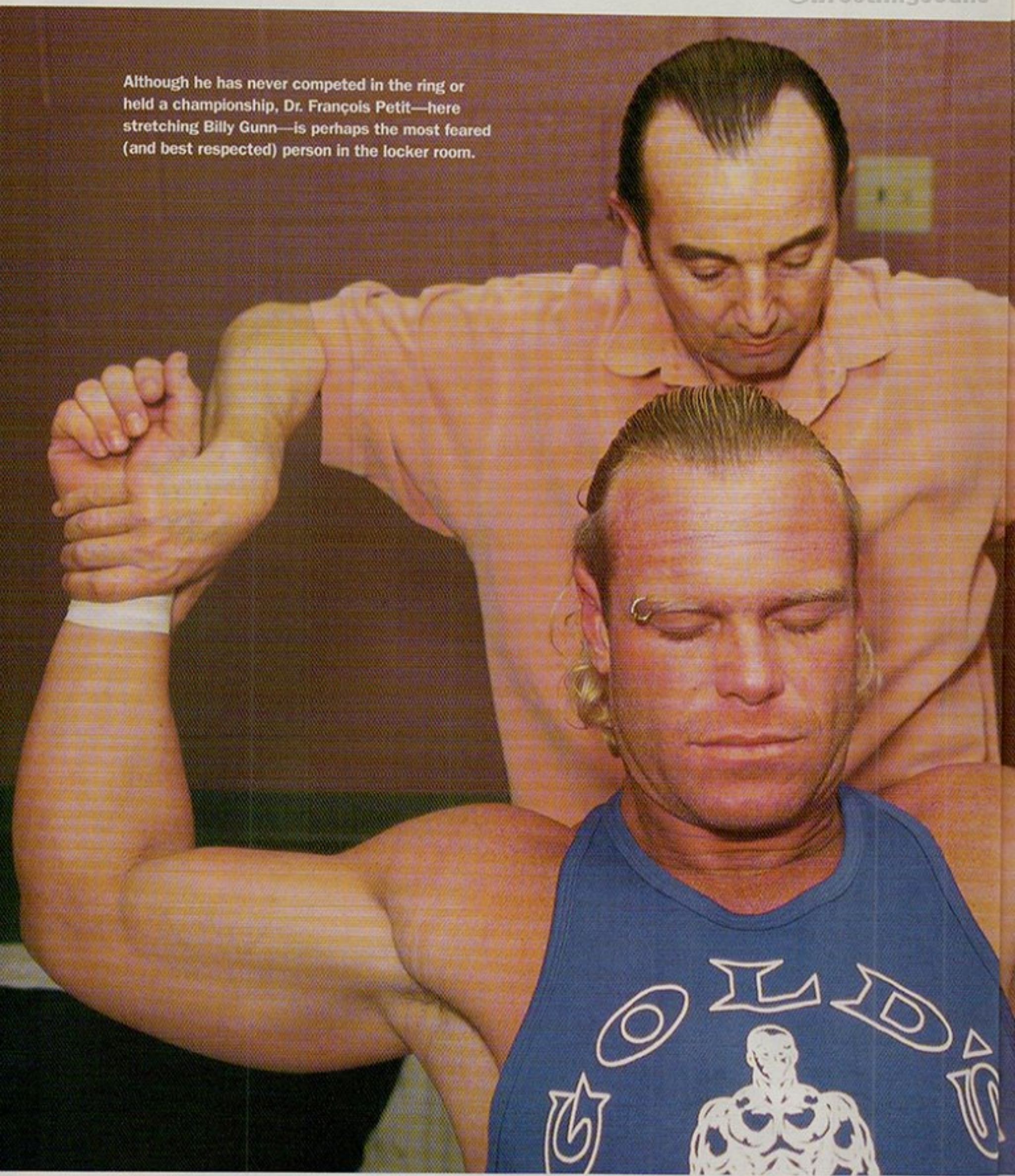

Although he has never competed in the ring or held a championship, Dr. François Petit—here stretching Billy Gunn—is perhaps the most feared (and best respected) person in the locker room.

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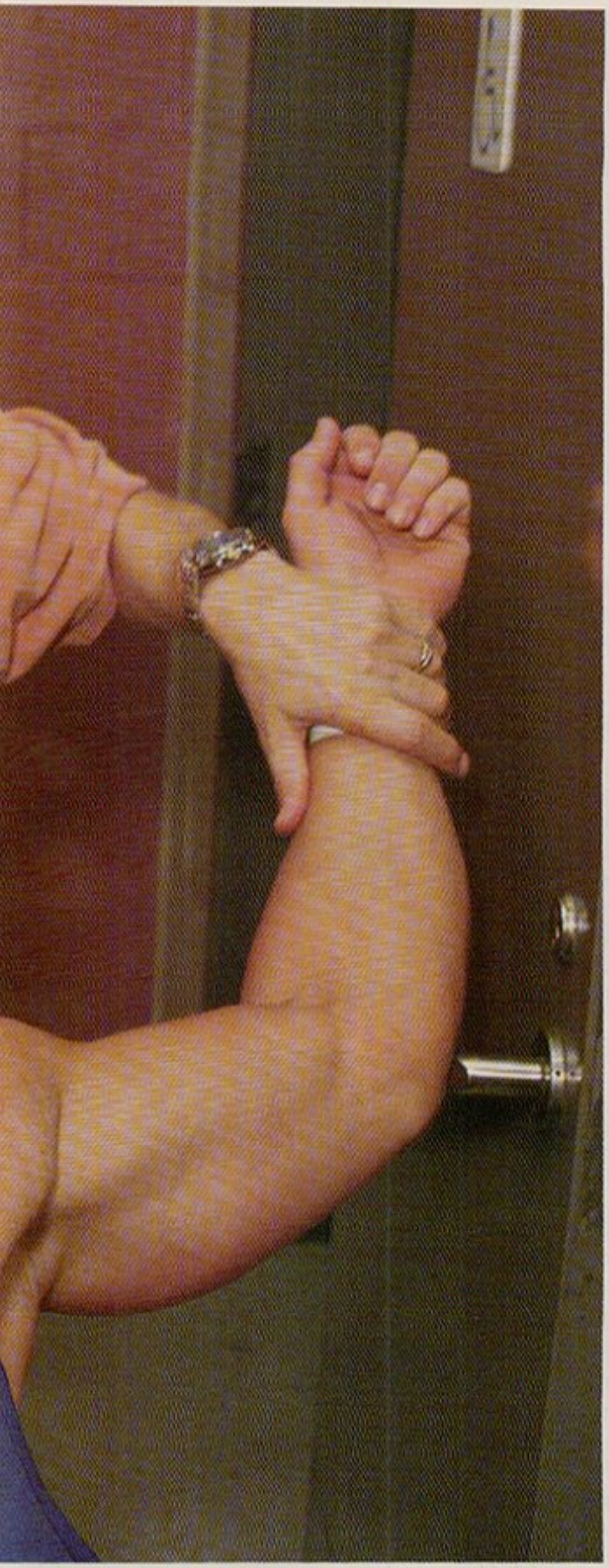

By Kevin Kelly

Is This French Doctor

The Toughest Bastard In The Federation?

HE STANDS JUST FIVE FEET NINE INCHES. His weight hasn't changed in 30 years—a rock-steady 160 pounds. But he has the power in his hands to bring every Federation Superstar to tears. And he does it in shockingly large numbers. The mere mention of his name around the locker room strikes awe and respect and generates flashbacks of previous encounters.

From Steve Austin to Mr. McMahon, the Undertaker to Kane, Mankind to Al Snow, Test to D'Lo Brown—no matter who they are or how big they are, if Dr. François Petit gets the Federation Superstars on the mat, he will stretch and torture them in order to help them feel better.

He can rebuild you. From the cervical area to the nervous system, the World Wrestling Federation's resident "Shiatsushi," or noninvasive surgeon practicing the ancient Japanese massage technique, fixes seemingly every type of medical malady. He is not a physical therapist, but he rehabilitates. He is not a chiropractor, but he is able to find and correct skeletal abnormalities.

Without x-rays or MRIs, Dr. Petit diagnoses maladies with his hands alone. After nearly 40 years in the field, it is no accident. His training began when he was a child growing up in post–World War II France.

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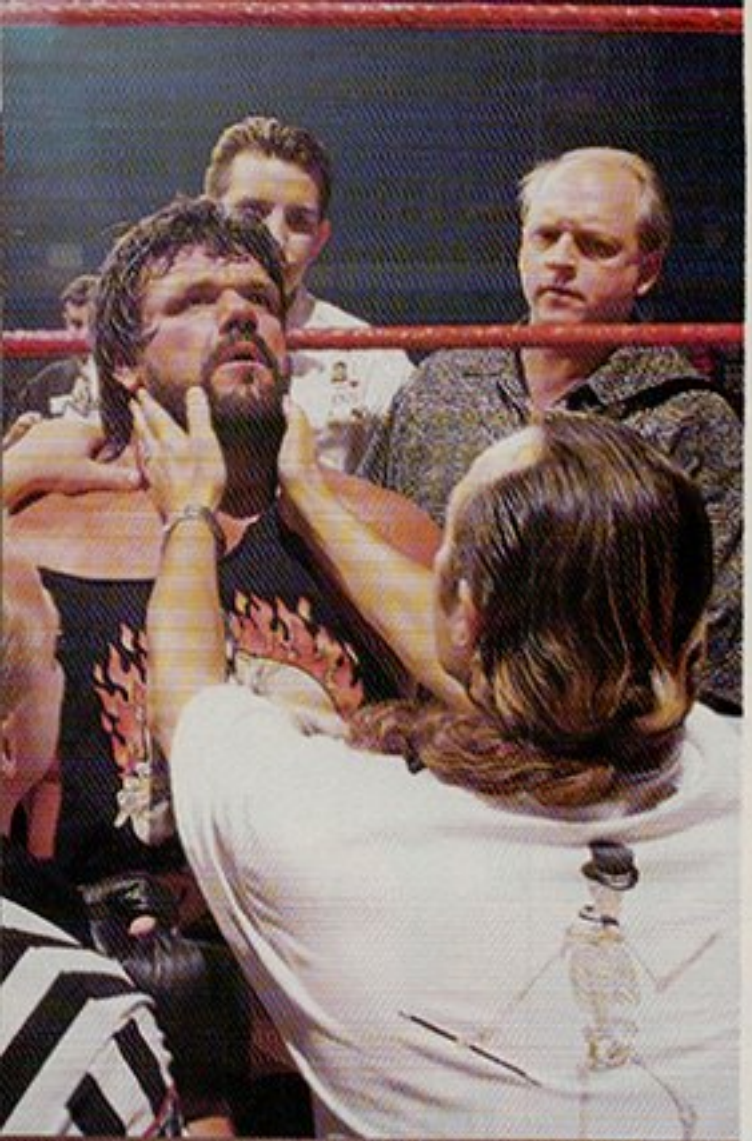

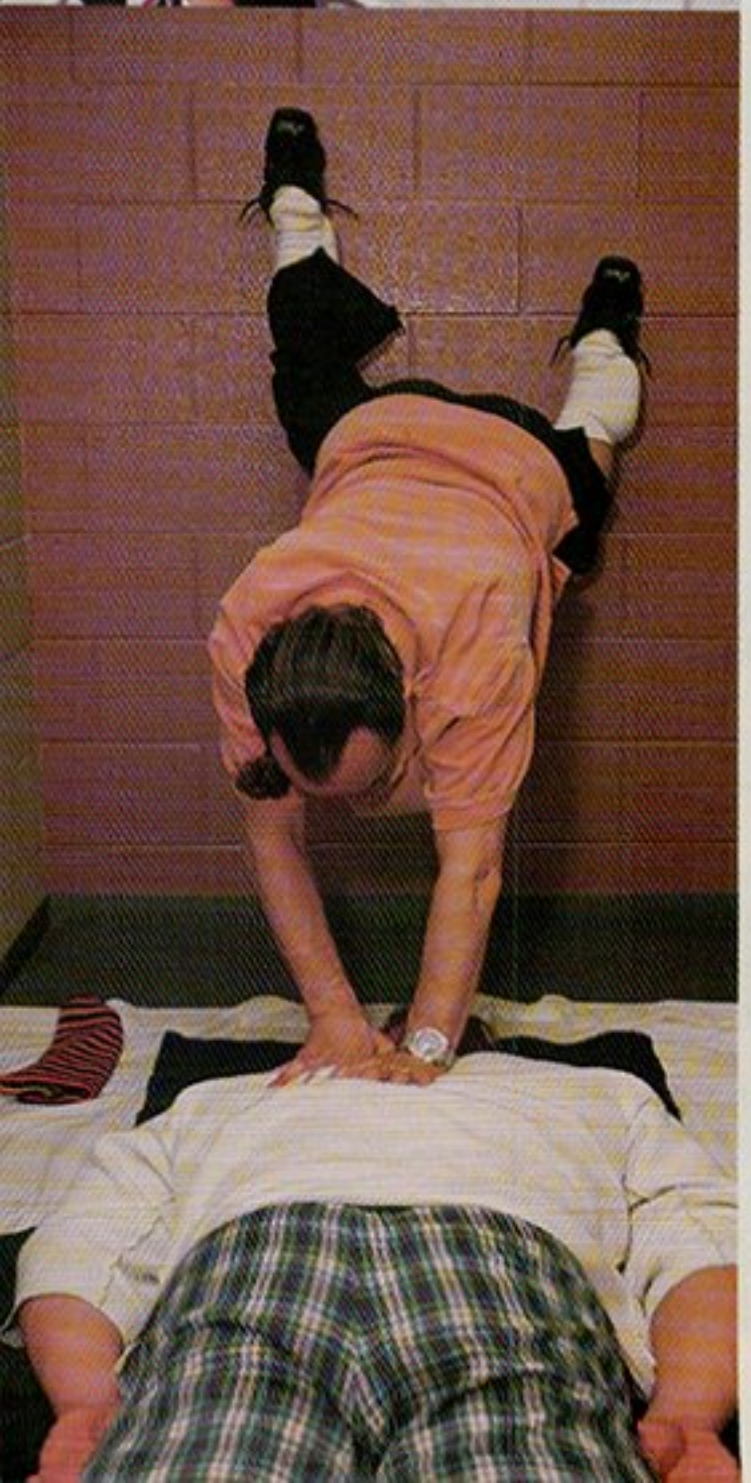

From on-site emergency care in the ring as applied to Dr. Death following his Brawl For All loss (left) to corrective therapy performed on Droz (below), Dr. Petit can do it all. With Petit's knowledge, superstars such as Mick Foley (right) can be treated immediately after an injury.

"Everything started in 1954 when I started martial arts. After the war, there were very few Japanese masters teaching in France. My sensei's brother was the head surgeon for [Japanese] Emperor Hirohito. He was the Shiatsushi for the Emperor. When I was in judo training one day, there was a horrible accident. A student suffered an open fracture of the knee and the brother, the Shiatsushi, was there. I was only 7 or 8 years old and I saw him putting the whole knee together. Everything was put back in and I couldn't believe it!"

This was not some kind of witch doctoring. The science is thousands of years old. Petit is one of a long lineage of doctors trained in this massage technique that was mainly used within families or clans. There was no formal medical training, yet soldiers injured in battles had to be healed. Originated in Japan and then passed on to Europe, this ancient art of healing was François Petit's calling.

It was this experience that showed the young Petit what he wanted to do with his life. Life in France was somewhat apocalyptic with the effects of the war all around him. His martial arts training continued, as did his shiatsu lessons. Although his tutor passed away when François was 19, he pursued his education. Petit completed college and medical school shortly thereafter. He played rugby in college and an on-the-field accident gave Petit the opportunity to utilize his Shiatsu training.

"The team was using—as is common in Europe—a *rebouteux*, or an orthopedic surgeon, using noninvasive practice," Petit explains. "If someone fractured an arm or if a knee popped

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out, the rebouteux was there to reduce it or put it back so the athlete could get back on the field. A player was hurt in front of me while I was on the field and the rebouteux was busy with two other injuries on the sidelines. So, I fixed it. When he heard what I did, he told me he would teach me everything he knew about rebouteux."

Petit was a phenomenal student. Not only did he excel in the medical field, but his martial arts training also brought him unprecedented accolades. He is a former World Champion in Bare Knuckle Karate and a seventh-degree black belt in both Karate-do and Jujitsu. After school, he went into the service. The military would be his chance to use both the shiatsu, which governed the nervous system, tendons and ligaments; and rebouteux, the training he had received which focused on the bone structure.

"I was 21 and I was drafted and I was in the Special Forces," Petit recalls. "I did two tours in Africa with the French Foreign Legion. When I got there, I took over for the medic. Believe me, you learn more than anyone else when you are in war for two tours."

His room at a World Wrestling Federation television taping often resembles a M.A.S.H. unit. Bandaging and suturing in one corner, adjustments and reductions in another and painful screams all around. Remember this is war and the soldiers out fighting the battle are able to get back into the fight many times because of the amazing work François does. Federation Superstars still, however, have to suck it up and deal with the pain. Every day François is amazed at how tough these superstars, his patients, are.

A prime example of the work that Dr. Petit does involved Al Snow. The Hardcore Match at "St. Valentine's Day Massacre" left Al with pain and swelling in his right forearm. The next day, after icing it down François reduced the injury or put the fracture back in so that Al could compete that night. With Al in a near-meditative state, focusing on his breathing and not the pain, Petit located the fracture by feeling for it. No x-rays were needed as he pulled Al's arm out, rotated the arm and the reduction was complete.

"Success," exclaimed François, as Al clenched his teeth and fought the tears that leaked from his eyes. As a precaution, the next day Al went for an x-ray and indeed there was a fracture that had been put back in. No cast would be necessary because of François' work. No cast means no time away from the ring. His work is beneficial to both the company and the combatant. Neither wants any lost time if it can be avoided.

It's painful to look at Mick Foley following a match. Hobbled by years of punishment, his gait is closer to a controlled stumble than a walk. Dr. Petit spends most of his three days with the Federation working with Foley. From his hips to his back—stitches, displaced ribs, you name it, and François has fixed them all on Mick's body.

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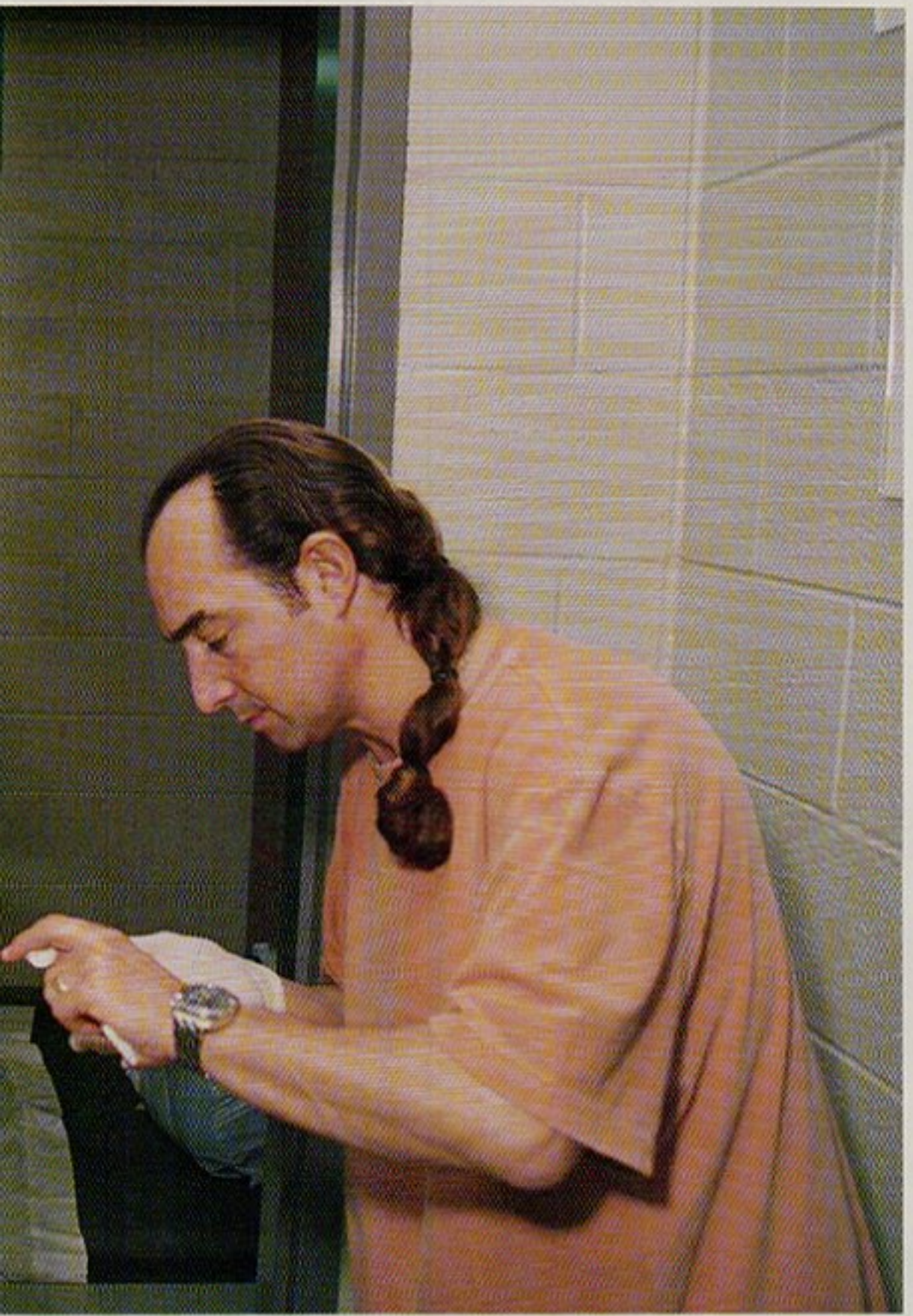

(Left) Dr. Petit, the one-man M.A.S.H. unit of the World Wrestling Federation, treats Goldust for a chronic back condition.

He rebuilt the nervous system in the Undertaker's leg.

"It took six months, but now he can walk normally again," says Petit.

Francois had to stand on a chair to help Paul Wight find relief from a nagging neck injury. At least 40 individual visits in one day with many superstars coming back to see the doctor multiple times. The list is endless. At the end of his three-day odyssey with the Federation, his hands—the healing tools that have repaired the contorted bodies of the superstars—resemble an 80-year-old man's. Twisted fingers, unable to extend or bend into a fist. Unfortunately for Petit, there is no François to "fix" him when he returns to his Marina Del Rey, California, home. Following a motorcycle accident, however, he did heal himself.

After spending several hours in an emergency room, Petit checked himself out and put his fractures and dislocations back in with the aid of a staircase and some belts. His left shoulder was so badly injured that traditional medicine would have required surgery and a long rehab with no guarantee of full use ever again. Thankfully for the Federation's athletes, Dr. Petit is able to heal them.

But is he a "healer"? Noninvasive surgery seems improbable to those not familiar with the science.

"It doesn't exist in this country, but in about 120 countries around the world, it does. I had to fight against the intelligence of the medical world for a while," says the 48-year-old doctor.

His introduction to the World Wrestling Federation occurred a decade ago when Ted DiBiase was one of Dr. Petit's patients. Later, the late Andre the Giant and others visited François' Southern California home for treatment. Now, he comes to visit them.

Just like that war-time setting in Africa, the pressure is on when he is fixing what's broken on men like Stone Cold Steve Austin, Mankind, Kane or even Vince McMahon.

"In our case, it's very different. I'll have a producer telling me, 'Doc, you have one minute!' or 'Doc, you have 30 seconds!' and I have to fix the guy because he has to go back into the ring," says François.

He is a true fan of what his patients do. During a show he can be spotted enjoying the action by one of the monitors... until duty calls, of course. That's when François, the fan, transforms into Dr. Petit, the medical marvel who works miracles with his gifted hands and incredible skill.

We all joke backstage about a visit to "Sushi," as he is jokingly referred to, and the pain involved. Whether he's doing a handstand to put a cervical back in place or reducing a fracture with a twist and a yank, Dr. François Petit is one of the people making sure that the Federation's best are at their best. ■

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PHOTO

Nightmares Do Come True...
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NO dumb jocks...

federation superstars making the grade

by laura

THE IVORY TOWER of Academia is where some of the best and brightest of the World Wrestling Federation Superstars hail from. In fact, more and more of today's professional wrestlers are college educated. The question: Is college a prerequisite for making it in the world of sports-entertainment? The answer is not so black and white.

The image of an articulate and intelligent individual learned in the world of academia is hardly associated with the professional wrestler—Western sensibility has worked hard to separate the mental from the physical. Furthermore, the image of the "dumb jock" is as American as apple pie. However, such assumptions have no weight in the World Wrestling Federation.

Faarooq, who attended Florida State University on a football scholarship, graduated with a degree in Mass Communications. Straight out of college he went to work in his field.

"I was very fortunate. If it had not been for football, the military would have been my only alternative to be able to go to college," Faarooq explains.

"My aspirations in college were to get into TV or radio, maybe do some writing. After college I worked at a local TV studio. I wanted to pursue a career in television."

Today, Owen and D'Lo are cracking heads in the ring (left). Yesterday Owen was cracking the books at the University of Calgary (right).

Owen Hart attended the University of Calgary for three years. He was a Physical Education major with a minor in History. His aspirations were to teach and coach wrestling and football. The call of professional wrestling, however, was stronger than the history book.

"My third year of college my brother Bruce called to tell me they had just lost Bret to the World Wrestling Federation. He said, 'We need a new young Hart here to take over in Calgary. I know your education is important, but this is an opportunity—timing is everything—and you have to capitalize on it right now.'" Hart says.

"So, when my semester ended I went from writing final exams to 10 days

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OWEN HART
Weight Class: 80 Kg
High School: Ernest Manning
Year: Junior
College: University of Calgary

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It's like Armageddon every #@$*% week!

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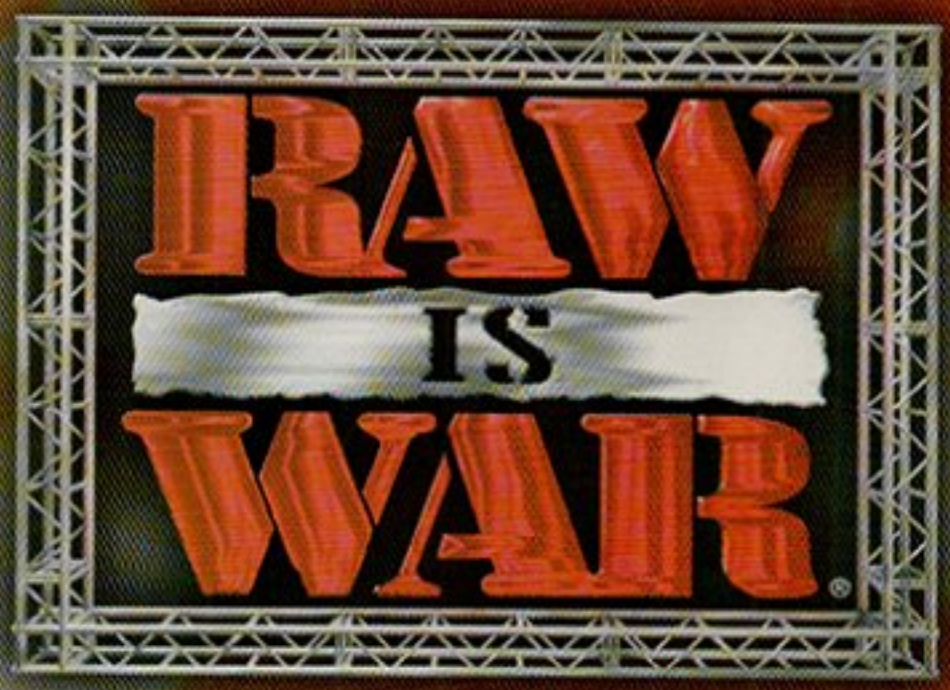
SUNDAYS 7PM ET / 6PM CT



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Watch it EXPLODE on

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later in the ring wrestling and being the new young Hart in Calgary. I thought to myself: When I've done my little span in wrestling, I'll get into teaching. Here I am, 14 years later, still in it more than ever."

A lot has changed in professional wrestling since the 1950s and 60s. Wrestlers lived day to day, traveling from town to town and making only $40 to $60 a night. Although today's wrestlers are under contract and make a lot more money, they still don't receive retirement plans or pensions. Thus, it is up to them to plan for their own futures. A college education goes a long way toward securing that end.

"I see a lot of people who have money—guys like Mike Tyson and the basketball players, football players and hockey players—who make big money," Owen comments.

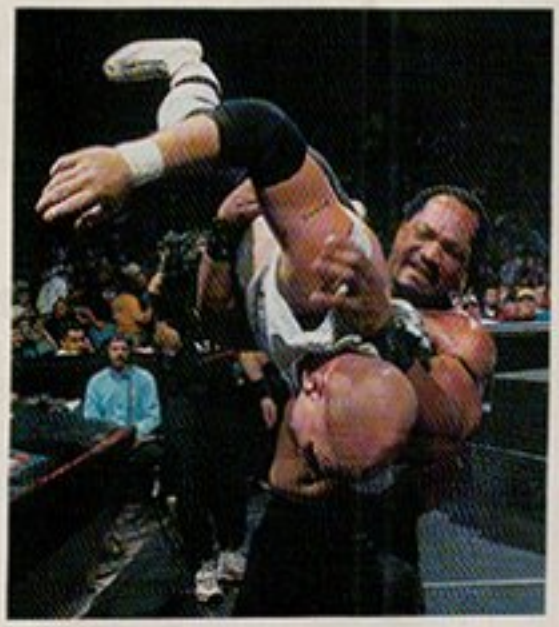
"They get signed on contracts right out of high school and while they have the physical ability, many don't have the mental capacity to keep up with the money that they are making. They get lost. Mike Tyson has to hire an entourage of agents to help him handle his money," Hart continues.

"I think that going to university enabled me to appreciate not having money and appreciate what I've worked for, how hard it is to make a dollar and how to manage it when my wrestling career is over. A person gets out of the real world when he gets into any athletic that pays big money. He'll make all this money and when the contract ends, it's hard to then say, 'OK, I'm going to go get a job at a bank or become a policeman.' One is kind of making up for all the money he's making now because there isn't a retirement plan."

Despite the fact that the life span of a wrestling career is a lot longer than most other professional sports, it is still not a life-long career. Furthermore, an injury can set one out of the ring for good. Do today's Federation Superstars plan on someday returning to the fields they once pursued?

"I definitely plan to pursue what I did in college," Faarooq states. "Right now I do voice-overs on the side. And because of my background—my childhood—I do a lot of counseling at juvenile detention centers."

Not all Federation Superstars set out to enter the field of sports-entertain-



Ron Simmons attended Florida State University (right) thanks to a football scholarship, later becoming Federation Superstar Faarooq (above).

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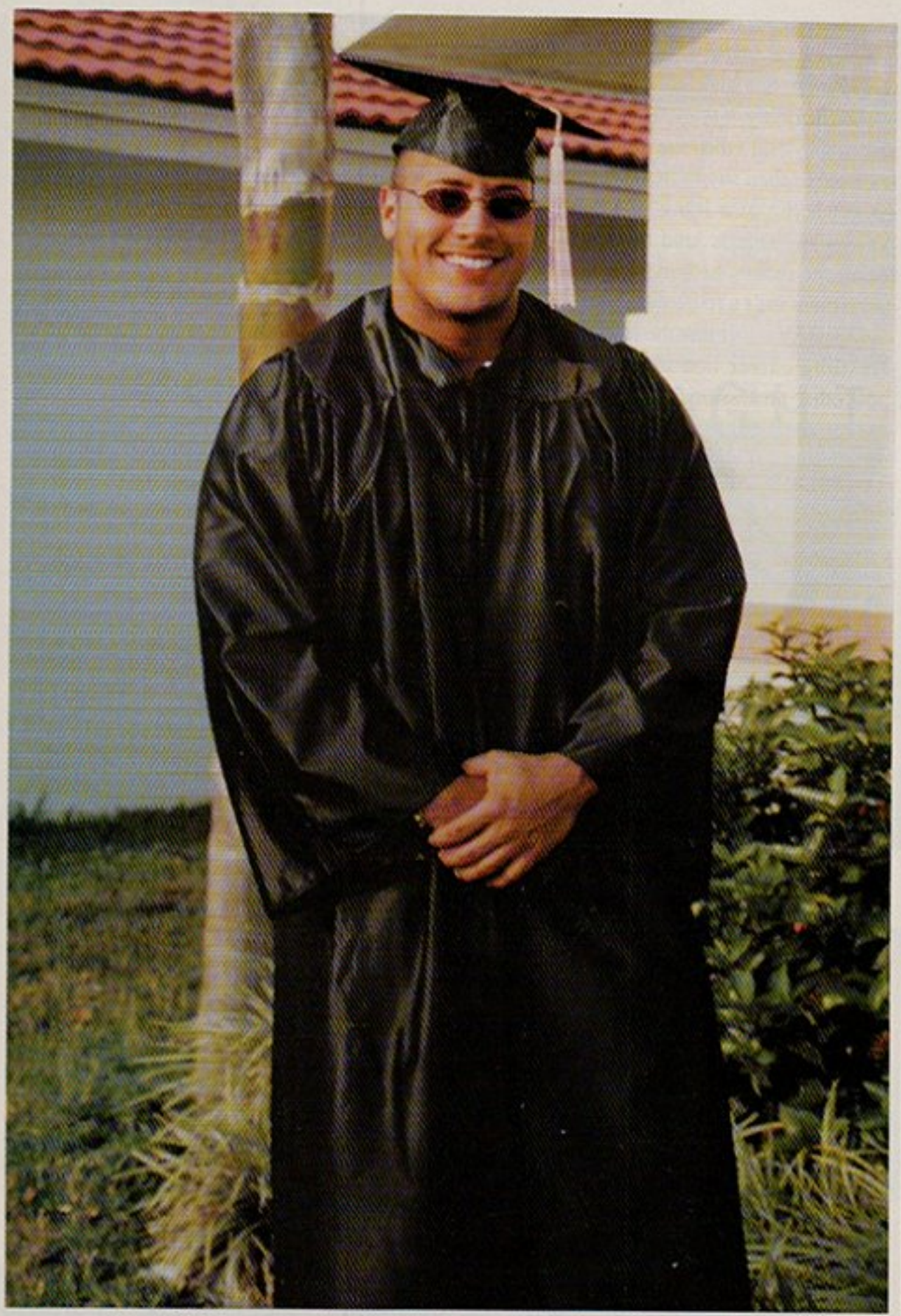

Some things never change. The Rock was a class act then at his graduation from the University of Miami (above) and now.

ment, but had other career goals while in college. D'Lo Brown, who attended the University of Maine, graduated with a degree in Business and Accounting. He did not set out to become a professional wrestler.

"After college, I went to work in one of the big five accounting firms in New York," D'Lo says. "I worked for a little over a year and a half, but it just wasn't me. I'm not the type of person where at nine o'clock in the morning I need to do the exact same thing. And everyday it was get up, get on a train, go to work, sit in a little five by ten cubicle—and it just wasn't me. I'm a free spirit.

"I was at a gym working out and a guy approached me, asking if I had ever considered wrestling," D'Lo continues. I said, 'No, leave me alone.' But he kept after me. After about three or four tries, he finally got me to go down and just roll around on the mat—and that's where I fell in love with this business."

The Rock, unlike D'Lo, grew up in the business. However, he did not enter the sports-entertainment arena right away. The Rock attended the University of Miami and received a degree in Criminology and he was just a few credits shy of a double major in Exercise Physiology. The Rock had aspirations of working for the Secret Service, but professional wrestling took hold of him.

"Well, I grew up in the business, so I was always kept very close to it—my dad and mom never sheltered me from it," The Rock explains.

"So, after graduation and once I weighed all my options, I knew that the Secret Service just wasn't for me. The risks versus the rewards really weren't worth it. Although the likelihood of Secret Service men getting shot or injured isn't very high, it nonetheless happens.

"I do see myself staying in the sports-entertainment field," The Rock continues. "I have my own personal long-term goals and once they're achieved, we'll just go from there. As far as sports-entertainment, nobody doesn't like The Rock."

Not all wrestlers are able to or desire to stay in this business once their professional careers are over. This is a problem for many athletes, in general. What is a professional wrestler to do when the final bell has rung?

As Owen explains: "The average life of a wrestler is about 15 years, and the first five or six years working you are paying your dues, working small-time promotion. So, really you're only making big money for maybe 10 years of your career and that 10 years has got to last a lifetime because most wrestlers can't readapt into society it seems."

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"There aren't too many wrestlers who became lawyers after wrestling. What they usually do is open up a gym or open up a restaurant or a bar, but they don't seem to make it big time after wrestling. That's why it all comes back to getting an education before getting into wrestling. When one gets into wrestling, he's making money with his body. And when the body gives, the mind will take over. You've got to have both."

To be successful in the sports-entertainment field one also needs to have passion. Tom Prichard, former wrestler and trainer of Federation wrestlers, explained that although a lot of the new superstars are college educated, it takes more than that—and today's Federation men and women have what it takes.

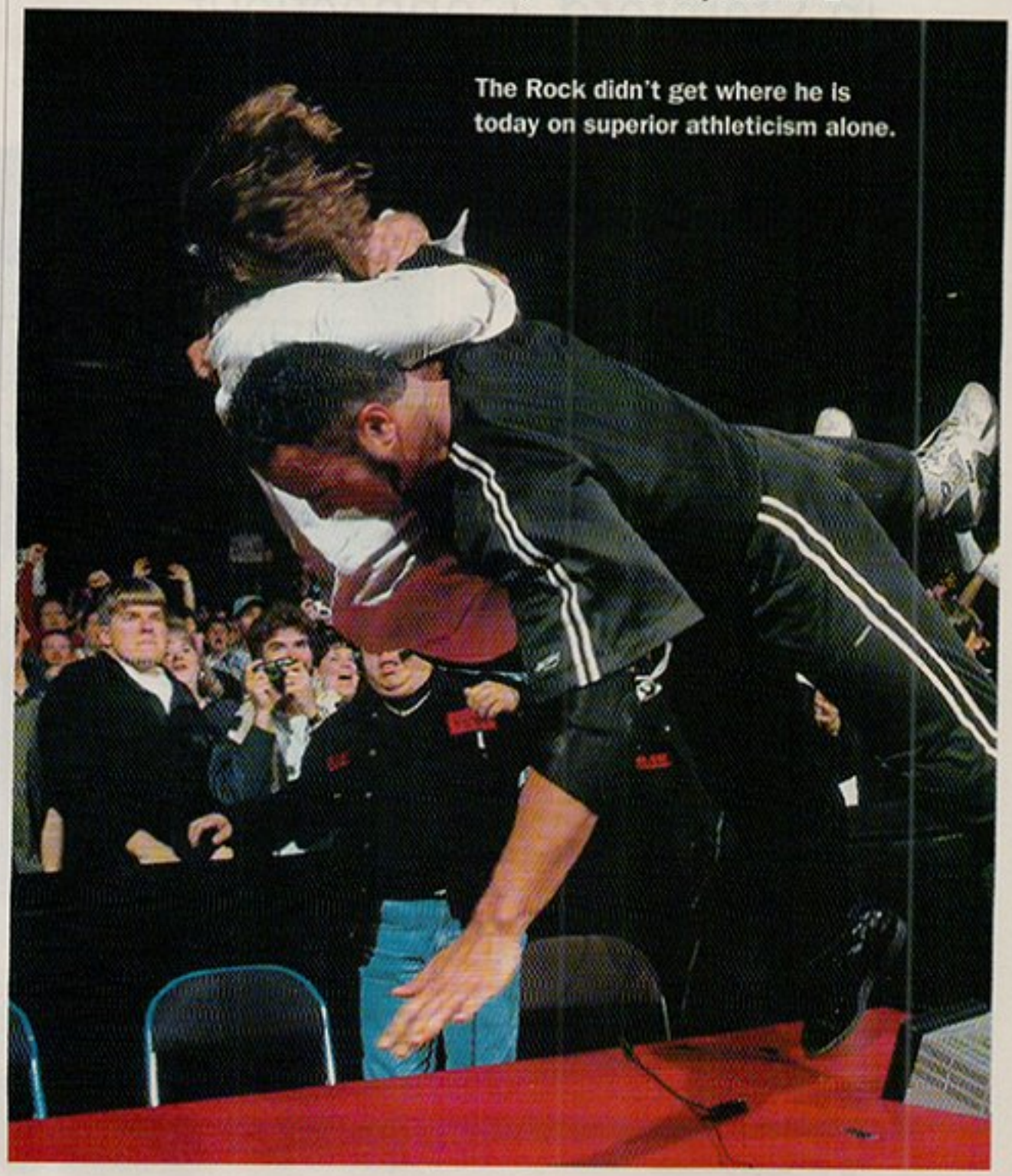
"We have the best locker room now than we did, say, three years ago," Tom says. "The guys really love what they are doing because they are making money and really working together. I notice a lot of the same enthusiasm, the same passion we had back in the day from the young guys like Val, Edge and Christian. If they went to school, great; but you have to love what you're doing to be good at it. If you're out there just faking it, people can see right through it. A lot of these kids today, regardless of their education, love what they are doing—this is what their hearts tell them to do."

Is college a prerequisite to making it in the world of sports-entertainment? No more than in any other field. Face it, today's world is obsessed with higher education. Unless one is born into money or is in the right place at the right time, no doors are going to open for the under-educated. When asked if education has had a significant impact on their success, D'Lo, The Rock, Faarooq and Owen were all in agreement.

"I think it's played a large part in my success. You have to be smart enough to know the right decisions to make in this business and you have to be intelligent to know how to use your money and save your money and work with your money," D'Lo says. "I definitely think my education played a large role in my success, as far as the mental part of this business goes. The physical part is all my athletic ability, but in a way they go hand in hand. Without one, you are almost destined to fail. You can have all the talent in the world, but if you're not smart enough to do things the right way, at the right time, you're destined to fail."

With increasingly layered story lines and characters with depth who explore the full range of emotions, today's Federation Superstars have to have more than physical talent. An education that exposes the mind to the disciplines of Psychology, History, Sociology and the like enhances the natural talent of the performers and thus impacts their careers.

The Rock says: "Yes, without a shadow of a doubt my education has had a significant impact on my success, and I'll tell you why. It's because going through college there are certain things that you experience. Not that I'm any different from someone who didn't go to college in the World Wrestling Federation—but a college education is something no one can ever take away from you. With it you can do anything, give or take. It's not like I was an International Finance Marketing major, but I would have to say that yes, as far as intelligence and articulation go, my college education has played a big role in my career and in my success." ■



The Rock didn't get where he is today on superior athleticism alone.

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Denny's World Tour '99!!!

and some more of the boys' favorite things on the road • BY BILL BANKS

Contrary to popular belief, the World Wrestling Federation Superstars don't live at Titan Tower in Stamford, Connecticut.

The notion *that the travels of a World Wrestling Federation athlete are filled with glitz and glamour is completely misleading. The most they see is the inside of a plane, hotel room, arena or rental car. On the road between 280 and 300 days of the year, they have to learn to adapt to the routine. Whether a veteran of the game or a rookie, sooner or later each finds his or her own niche on the road—maybe it's becoming accustomed to staying at a familiar hotel or eating at a particular restaurant. At a recent live event at New York City's Madison Square Garden several Federation Superstars were polled about some of their personal favorite stops.*

Favorite Hotel:

Besides stocking up on towels and bars of soap, it's the little things a hotel offers that earns the appreciation of its World Wrestling Federation patrons. For newcomers to the sports-entertainment industry, one of the company perks is staying at some of the best hotels in the country.

The Hardy Boyz, for example, having developed a taste for such grandeur choose the Hilton. According to Jeff, "You feel important when you stay there, especially when we get a Titan Sports' corporate rate."

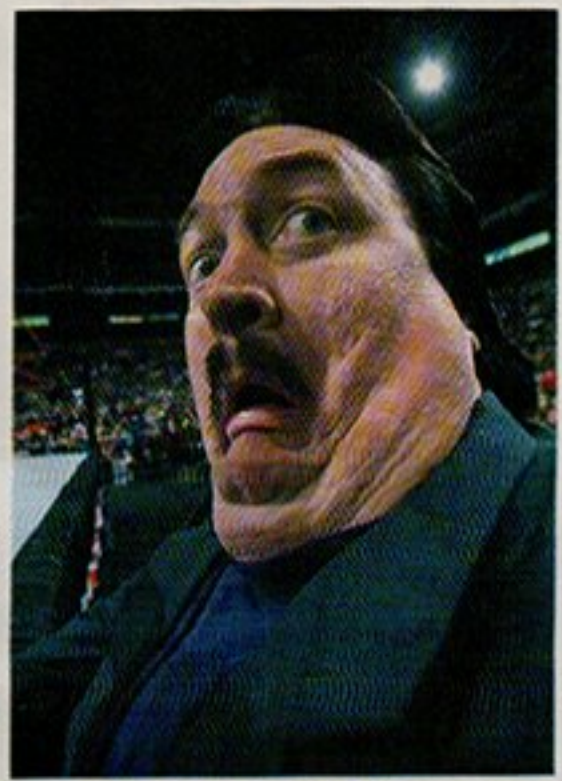
D'Lo and Test are more middle of the road, opting for the Marriott and Doubletree resorts, respectively. Other superstars are more cost-conscious, including Owen, who claims not to be a big advocate of the fancy hotels. For the Calgary native, any facility where he can find peace and quiet and a good weight room is tops with him.

Al Snow and the Blue Meanie prefer the Red Roof Inn, while Mick Foley never spends more than $80 for a room under any circumstances (sources say the King of Hardcore's favorite number is Super 8). And then there's Paul Bearer, who says his preferred hotel is any one that "the office pays for."

Favorite City:

If by some chance a giant hole was to open up in the earth swallowing every arena in the world, the superstars could certainly find work as travel agents. Toronto, Ontario, one day... Dallas, Texas, the next. For some athletes, certain cities are a welcome stop in the tour.

For example, both D'Lo Brown and Test enjoy the night life of Los Angeles because, according to the former European Champion, "It's completely wild out there." The Hardy Boyz are big "alternative rock" fans, so by nature the grunge scene of Seattle, Washington, is their favorite stomping ground.



Mick Foley looks forward to Hershey, Pennsylvania, because he says, "There's nothing like 10 hours at one of the world's greatest amusement parks and then walking 30 feet into the arena to work."

As for Owen Hart, his obvious favorite is his hometown of Calgary, Alberta, Canada.

Favorite Airline:

Curiously, Quantas never came up in the survey. Both Owen and Test frequent Air Canada, while the Hardy Boyz fly Continental because, as Jeff explains, "The service was great, plus we can play on-board video games."

Brother Matt adds, "They always give us more than a little drink and a snack... it's total satisfaction."

Paul Bearer prefers Delta because he's a platinum miler who is treated like royalty. And then there's Mick (who probably never gets asked to pass the Grey Poupon): "It's got to be Delta. I'm a platinum medallion member—which means they have to treat me nice whether they want to or not. Plus, I get to sit in First Class with people who paid extra money specifically so they wouldn't have to sit next to people like me."

Favorite Airport:

The Federation athletes have a love/hate relationship with airports—they hate leaving home for them and love going through them on the way back. For that reason, Test prefers his native Toronto (Ontario) Pearson International, Foley opts for Pensacola International (nearby his new home in Navarre). Jeff Hardy picks local Raleigh-Durham and Owen welcomes the journey back to Salt Lake City airport, because he says, "It's the closest hub to Calgary and I spend all my time flying in and out of there."

The monotonous mantra of the 1980s, "Take the train to the plane," seems to have taken hold of the Meanie who says, "The coolest one I've ever been to is Hartsfield International in Atlanta. They have this train in the airport that takes you from the check-in area to the plane. The one in Orlando is like that, too."

Finally, D'Lo prefers the convenience of Chicago's O'Hare, because nonstop flights are available to almost anywhere.

Favorite Bar:

Their rookie year in the World Wrestling Federation had to have been something of culture shock for the Hardy Boyz, who never sipped a drop of alcohol prior to attaining superstar status. Having just become of legal drinking age, Jeff prefers to stick close to home at a bar called Mars, while Matt gets his groove on at Club 2000 in Charlotte, North Carolina.

Mick, D'Lo and Owen claim to shun the bar scene, while the Meanie enjoys the local music scene at Brownies outside his hometown of Philadelphia and

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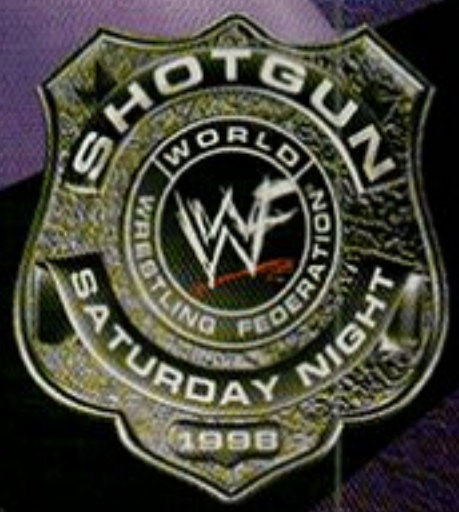

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The Barn in Salem, Pennsylvania. Where does Bearer go? "Any bar I can get my belly up to."

Favorite Person To Share a Room With:

On the road Al Snow usually gets pulled in two directions by Mick and the Meanie, but for very different reasons. The Meanie claims that after being trained by the chief of the J.O.B. Squad and living with him for a year, he's most comfortable rooming with him. On the other hand, Foley says he and Al have a running competition to see who can play the better jokes on the other guy.

"It's a long-running practice and I'm way ahead on points. Once I'm out of the hotel room, I try to pretend I don't even know Al," Mick says.

For D'Lo, he finds "Sexual Chocolate's" low maintenance ideal, while Bearer hasn't shared a room with anyone during his eight-year career in the Federation!

Favorite Person To Hang Out With:

Are the Hardy Boyz honorary Headbangers in the making? Jeff says, "I like hanging out with Mosh and Thrasher, even though they're pretty wild sometimes. They'll definitely create a lot of memories for you."

Paul Bearer and the Undertaker are longtime associates on the road, while Foley remarks, "Believe it or not, I can hang out with Edge because he will laugh at every one of my jokes no matter how bad they are." He adds jokingly, "I think he feels by sucking up to me he can enhance his career."

Test is the consummate loner, preferring his own company, while Owen sides with anyone possessing a sense of humor. "They have to be prepared to deal with my jokes that I do on a daily basis to entertain myself," Hart said. "Lately, I've been hanging out with Jeff Jarrett and I think he's aged a couple of years thanks to me."

Favorite Restaurant:

What does everybody want?! Try the Grand Slam breakfast. The official restaurant of the J.O.B. Squad is... Denny's!

"Al and I are thinking of getting our own shirts that read 'Denny's World Tour '99,'" the Blue Meanie told me. One question: Does Head "foot" the bill?

For others, whatever's open after midnight is convenient, including McDonalds or Burger King or for Foley, the two tacos for 99¢ special at Jack In The Box.

"Going in you know you're going to pay the price," Mick says. "It's almost like a very difficult match. It feels good happening, but you pay for it later." Applebee's and Outback restaurants are high on the Hardys' list, while Owen prefers healthier fare at the Olive Garden or Red Lobster.

Favorite Ways To Pass The Time:

If the athletes have a favorite pastime, it's finding new ways to keep themselves occupied at the arenas while waiting for a match to take place. Being delayed at an airport or snowed in at a hotel is also commonplace, resulting in hours of sheer boredom. Bearer is by far the biggest fan of country singer George "Possum" Jones and he listens to the entertainer's CDs everywhere. The Meanie locates issues of *Rolling Stone* and *Metal Edge* magazines, while Owen relaxes with a copy of *USA Today* and a cup of Starbucks coffee.

The "King of Hardcore" doubles as the "King of Amusement Parks," often planning out his road trips to Disney World and Hershey, Pennsylvania, in his spare time. Finally, the Headbangers and D'Lo surf the Internet on their laptop computers.

Favorite Tourist Attraction:

In the event that the superstars might actually have some free time on the road, most of it is spent in the gym, sleeping or checking out the local tourist hot spots.

Foley and Matt Hardy are candidates for the next Disney World commercial, while brother Jeff likes the Arch in St. Louis. The Meanie can't wait to go back to Dan Marino's club in Miami, while heaven is a place called the Grand Ol' Opry for Bearer.

Owen Hart told *Raw Magazine*, "One of the most memorable attractions was going to the Taj Mahal in India. I was also impressed with the Grand Canyon, the London Bridge and the Wailing Wall in Israel.

Perhaps the most interesting and candid response was offered by D'Lo (who is still in search of the World's Largest Ball Of Twine): "I guess it would have to be the Statue of

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Liberty... because we fly over it all the damn time!"

Favorite Arena:

A popular choice among the Federation locker rooms is Madison Square Garden, which is always a memorable experience for every superstar. D'Lo and Test both agree, calling it "The Mecca."

Other answers included the Philadelphia Spectrum for the Meanie—who grew up watching the Federation at his hometown arena. Long Island native Mick Foley prefers his childhood favorite, the Nassau Coliseum, to which his wife and children often travel to watch his matches. Hardymania runs wild at the Crown Arena in Fayetteville, Virginia, where Matt and Jeff are hometown favorites, while Owen prefers the star treatment he receives at the Saddledome in Calgary (site of the July '97 *In Your House*).

"I know everyone there. I can drive my own car in. I can walk to the door and they treat me nice," Hart says. "And after I'm done with the show, I can drive home and spend some time with my family."

And rarely do you get a superstar whose favorite arena is one that has yet to be built! According to Bearer, he's already scoping out the soon-to-be-constructed arena at the University of Alabama.

Favorite Pre-Match Rituals:

I once read somewhere that baseball legend Wade Boggs had to eat chicken before every game and that prior to a NHL hockey game, each team whacks the goalie's pads for good luck. The Federation Superstars aren't as superstitious, but they each have their own particular ritual before parting the curtain and going out to entertain the fans. The majority—including D'Lo, Test and the Blue Meanie—say a prayer for friends, relatives or fellow superstars that everyone will make it back from the ring safely. Jeff Hardy says he and his brother always argue about what attire to go with, while Owen says he wets his hair back and does 50 pushups to get warmed up.

Foley, on the other hand, has more monetary concerns: "I look at the attendance and try to guess my payoff for the night... and that's when I become Mankind."

Favorite Gym/Person To Work Out With On The Road:

According to Owen, the superstars are given V.I.P. passes to work out at any Gold's Gym across North America, which Hart takes full advantage of.

Mick Foley says he frequents a gym called Flex Appeal in Navarre, Florida, but not to work on his already chiseled frame. "I'd really like to nail the chick that owns the place," he said. *[Editor's note: Mick is not cheating on his wife—he IS married to the owner!]*

And then there's Bearer, whose favorite is "the one I drop the Undertaker off at."

And what would a good workout be without a partner? D'Lo hooks up with Mark Henry, while Jeff Hardy hits the weights with Christian and Edge. Test and Owen prefer to train alone. Oddly enough, the Meanie and Bearer credit each other for a dramatic increase in muscular definition!

"I love working out with the Meanie," the manager said, "Because he's on the same diet I am."

The Meanie adds, "Thanks to Paul, I've discovered those five-pound weights aren't beer coasters!"

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Who Has The Best Stories?

Another favorite pastime not only of the superstars but every personality who has ever worked in this business is the fine art of storytelling. Whether true or complete and utter fabrication, it's not the story but the way it's explained.

"Ron Simmons can tell a pretty mean story when he wants to," D'Lo claims. "It's not just what says, but how he says it that entertains the hell out of me."

Bradshaw gets the vote from the Hardys, while Foley is popular with Test and the Meanie.

"Cactus has some great road stories, and I'm a sucker for those," the Meanie tells us. "I'm like a child listening to him... like a deer caught in headlights. Al Snow and former NWA World Heavyweight Champion Tommy Rich are great too, because they've been everywhere and done everything."

And from whom does Mick draw his vast storytelling ability? "Probably the Funker—Terry Funk," he says. "Even though he's not working for us right now, he tells the best damn stories in this business... but you have to keep the radio down in the car because he talks so damn low."

Favorite Opponent:

Chemistry is an important factor when it comes to creating a blockbuster match. For this reason, many superstars enjoy working against certain opponents. D'Lo credits X-Pac for bringing out the best in him, while both the Hardy Boyz and the Meanie choose Edge and Christian.

"I wrestled them plenty of times before coming to the Federation," according to the Meanie. "We all came up in the independents together."

Owen prefers a great technical bout, which he says comes from his brother Bret, Shawn Michaels, X-Pac and Stone Cold Steve Austin.

"I like working with two guys," Foley tells *Raw Magazine*. "One of them is the Undertaker, because of all the history between us. The other is Stone Cold, because every time we get in there it's like an emotional roller coaster." ■

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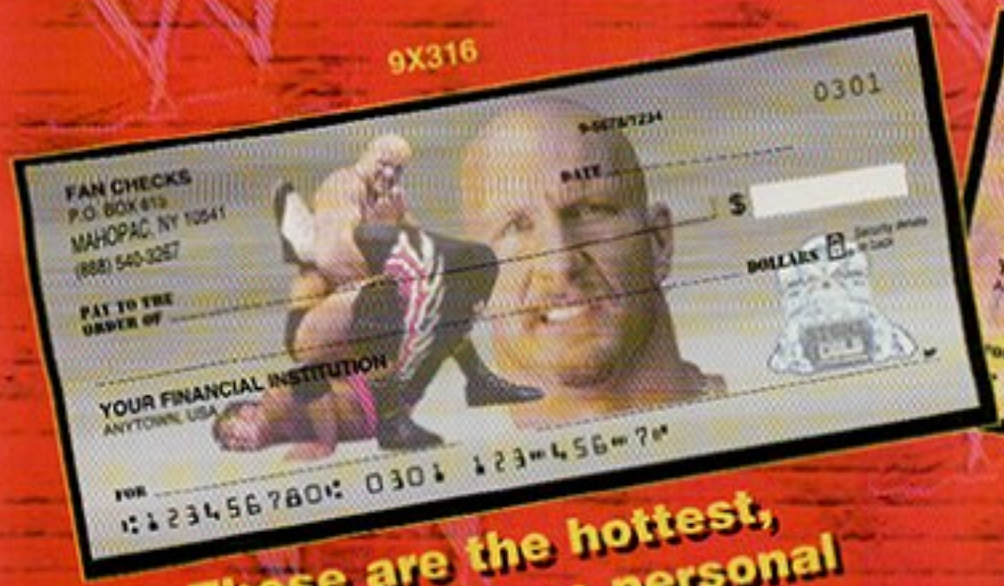

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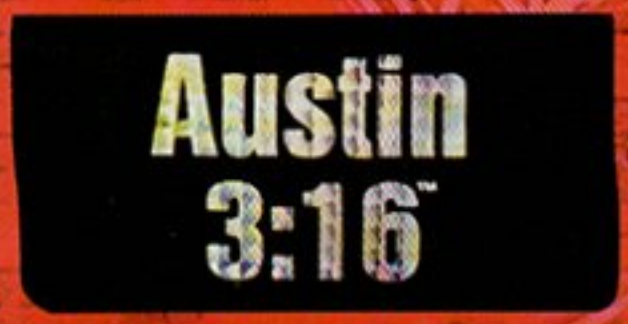

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